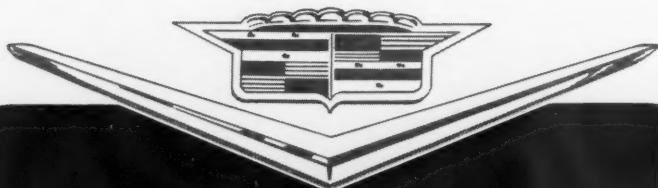


Dallas

FEBRUARY • 1957

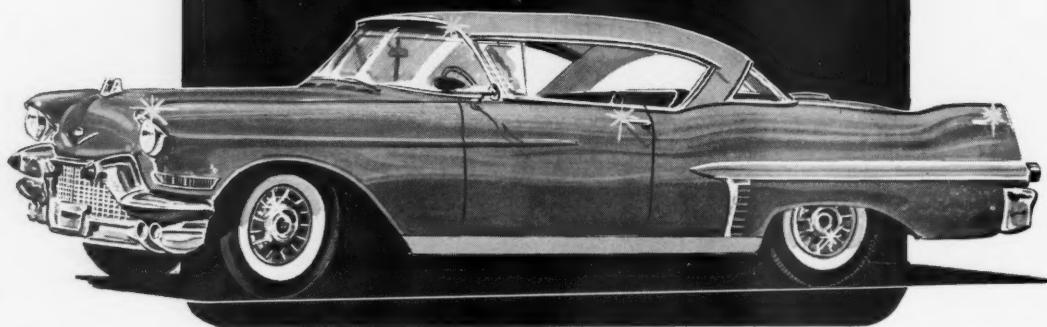


what makes a Lone Star Cadillac stand out?



IT'S OUR INTEREST IN YOUR CONTINUING
MOTORING COMFORT AND CONVENIENCE

Year . . . after year . . . after year



There is a difference in 1957 Cadillacs. Lone Star Cadillac Company knows it, and you will realize it, too, after driving a Cadillac from Lone Star. Before any

Cadillac is delivered to a Texas owner, Lone Star Cadillac detail-checks the automobile from stem to stern . . . internally and externally . . . and a road test

by factory-trained Lone Star service craftsmen assures you of excellent Cadillac performance. After you receive your car, Lone Star Cadillac's interest does not

cease . . . your continuing motoring comfort and convenience remain constantly at the head of our list. So you can see why there is a difference. More than 175

Cadillac-trained Lone Star employees, and 23 years of Cadillac experience in Dallas guarantee you that your Lone Star Cadillac is truly a product of the master's art in performance . . . in beauty . . . in luxury.

L O N E S T A R  C O M P A N Y

ENTIRE BLOCK 2300 ROSS AVE. R 12-7222

**There's a
McAX SIGN
for every
type of
electrical
advertising!**



McAx custom-designs electrical displays to meet the requirements of any business, large or small.

More important still, McAx signs are quality built for years and years of service.



Why invest needed operating capital in signs when you can rent one, designed, built and perpetually maintained to meet *your* requirements?

For further details, call or write . . .

MC MATH

628 THIRD AVENUE



AXILROD

DALLAS 10, TEXAS

ENGINEERS • DESIGNERS • MANUFACTURERS

Dallas Pioneers

Established

1869 The Schoellkopf Company

Manufacturers and Wholesale Distributors

1872 Dallas Transit Company

Street Railway

1874 Bolanz & W. C. (Dub) Miller

Real Estate and Insurance

1875 First National Bank in Dallas

Banking

1875 Dallas Transfer & Term. Whse. Co.

Warehousing, Transportation, and Distribution

1879 Texlite, Inc.

Manufacturers of Porcelain Enamel and Plastic Products for the Sign and Building Industries

1887 Buell & Company

Building Material Distributors

1884 The Dorsey Company

Printers — Lithographers Stationers — Office Furniture

1885 Mosher Steel Company

Structural Reinforcing Steel and Machinery Repairs

1893 Fleming & Sons, Inc.

Manufacturers — Paper and Paper Products

1893 Oriental Laundry and Cleaners

Finer Laundering, Cleaning, and Fur Storage



TREES were not uncommon in downtown Dallas during the early years of the present century. This photograph of a half-century ago presents a setting of almost rustic quiet on Lower Commerce Street. The mosque-like tower of the "Old Oriental" looms in the distance, its glamour fading by comparison with the ornate first section of the Hotel Adolphus across the street. When the Oriental opened in 1893, it topped Dallas' 31 hotels and its accommodations were supplemented by 150 boarding houses, 200 saloons, five wagon yards and four hack lines. Three years before Dallas was dazzled by its "grand opening," the pioneer printing firm of J. M. Colville & Sons opened for business in a basement location on this same street near Lamar. Two years later, Wm. S. Henson, who was to play a major part in Dallas printing development, was born in Liberty, Kentucky. Coming to Dallas in 1916, he served on the staff of the Dallas News, became associated with Fred Johnston as a house organ editor and in 1930 became vice-president and general manager of J. M. Colville & Sons. In 1942, the name was changed to Wm. S. Henson Inc. Specializing in advertising printing, this firm has produced outstanding annual reports that have consistently won "Oscars" and Merit Awards. During the past two years the firm has doubled its floor space and its plant now extends from St. Paul through to Akard. It also increased its production capacity by the addition of a Miehle 38 — 2 color offset press. Now in its sixty-seventh year, the firm is headed by Frank C. Erwin, president, Tony Terranella, secretary-treasurer, Aubrey Streator, vice-president and Lloyd M. Gilmore, vice-president.

Business Confidence Built on Years of Service

Old firms like old friends demonstrate their worth by dependable service through long periods of prosperity and adversity. The Dallas business pioneers listed on this page have progressed with the city they have helped to build. Their long and successful operations point up to the economic power and stability of the community. They are counted as "old friends" by thousands of satisfied customers in the Dallas Southwest.

Established

1893 Sparkman-Brand Inc. Morticians

Originally, Loudermilk, Broussard and Miller

1898 Etheridge Printing Company

Printing, Lithography, Engraving, Office Supplies

1900 John Deere Plow Company

Agricultural Instruments

1900 The Murray Co. of Texas, Inc.

*Carver Cotton Gin Division 1807
Boston Gear Works Division 1880
Industrial Supply Division 1907*

1902 Hunter-Hayes Elevator Co.

Passenger, Freight and Home Elevators

1903 Smith's Detective Agency

Burglar Alarm, Fire Alarm Radio Patrol Service

1904 T. A. Manning & Sons

Insurance Managers Fire — Casualty

1906 Hesse Envelope Company

Manufacturers of Envelopes and File Folders

1910 Moser Co. Realtors

Industrial and Commercial Leases and Sales

1914 Texas Employers Insurance Ass'n.

Workmen's Compensation Insurance

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STEVE LANDREGAN
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Advertising Manager

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Associate Editor

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Advertising Associate

MARY JOAN KENNEY
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Advertising Assistant

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Dallas

VOLUME 40

NUMBER 2

FEBRUARY

1957

ESTABLISHED IN 1922

BY THE DALLAS CHAMBER OF COMMERCE IN THE INTEREST OF DALLAS AND THE SOUTHWEST

DALLAS CHAMBER OF COMMERCE

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Cashier—Velma Boswell
Conventions
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Foreign Trade—Roy Jenkins
Highway and Transportation—Kenneth Tubbs
Industrial—Thomas W. Flanney
Consultant: Richard B. Johnson
Information—Pauline Foster
Manufacturers and Wholesalers
Mark Hannan
Market—Mrs. Maude Tims
Membership—James L. Cabanis
Publicity—Steve Landregan
Research—William A. Rossmann
Retailers—Jim Crawford
Washington Office—Dale Miller

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*“Why don’t you give the First in Dallas
an opportunity to say yes?”*



FIRST NATIONAL BANK IN DALLAS

Member Federal Deposit Insurance Corporation



REPORT TO DALLAS

By DALE MILLER

Representative of the Dallas Chamber of Commerce
in the Nation's Capital

Gone Are the Days

ON the doorstep of an unsuspecting Congress there was placed last month a fat and lusty foundling, a multi-billion dollar baby of obscure and dubious parentage whose principal claim to fame is that it is both universally unwanted and universally disavowed. This was the President's Budget for 1958, a 72-billion-dollar spectacular, the largest in the peacetime history of the nation. It was a remarkable document, particularly considering its source, which is an Administration elected by a political party that has inveighed for years against the same extravaganzas that it now produces and embellishes itself.

There has been a collective rubbing of eyes in Washington during the past few weeks. Many on Capitol Hill can scarcely believe that such a phenomenon has actually come to pass. A Republican Budget, bigger and costlier than anything dreamed up by the architects of the New Deal and Fair Deal, was bequeathed to the Congress, and it was larger not only in items of national defense and general government but in virtually all categories of political largess which accelerate the trend toward a welfare state. And now the Democrats are demanding economy. Yea and verily, there is something new under the political sun.

The curious aspect of the phenomenon is that Congress has experienced only frustration in its persistent efforts to determine who perpetrated it. Usually the President's Budget which is submitted each year constitutes the firm recommendation of the Administration as to the expenditures which should be made to effectuate its program, and in subsequent hearings before the Appropriations Committees various spokesmen of the Administration defend it item by item. But in



DALE MILLER

this instance the gargantuan bundle was dropped unceremoniously on the Congressional doorstep, and Administration spokesmen have been busy ever since disavowing their parentage. From the President on down the statements made with reference to it have been so enigmatic or obliquely apologetic that they add up only to willful abandonment. Notable among these official disclaimers has been the Secretary of the Treasury, and since the Budget is a fiscal report, and since the Secretary of the Treasury is the principal fiscal officer of the Government, the question on everyone's lips on Capitol Hill these days is simple and to the point: Whose Budget is this?

Well, regardless of the identity of the individuals to whom all honor and glory should accrue from this monumental achievement, the Budget was nevertheless transmitted to Congress by the President of the United States, and in the absence of a more identifiable authorship the finger can be put on him. At any rate, he had to approve it before it could be dispatched to Capitol Hill, and if he disliked it in either size or content he was not without opportunity to correct it before he appended his signature and sent it along.

In any event, a cloud of gloom has settled over a considerable segment of the political community of Washington, a segment composed of those who have basked complacently in the illusion that the Eisenhower Administration adheres basically to Republican principles. Throughout his first term they experienced only mild apprehension when he evinced little inclination to scuttle the paternalistic and welfare state program initiated by his Democratic predecessors, since they acknowledged, in the cynical realism characteristic of politics, that any such effort must be exerted with subtlety and patience, particularly with a campaign for re-election in the offing. But there was still the expectation within them that after his re-election, when he

would not be eligible to run again anyway, he would comport himself as a Republican and undertake more forthrightly to discharge his obligation to restore to Government the basic philosophy of the GOP.

Thus, the unveiling of the Budget, with its astronomical figures and sweeping encompassment of the social welfare ideology, produced a revelation of profound significance. The Eisenhower program and his "modern Republicanism," whatever may be said of their merits in the complex American society of today, are far removed from the traditionally conservative principles of the party that gave them birth. And since the President's power in his party is all but plenary, foreclosing any resurgence of those principles at least in the immediate years ahead, it may well be that the Republican Party, in its stately traditional form, has passed from the American scene.

In the last analysis, of course—whatever the residue of disappointment may be—there was nothing in recent developments which should have occasioned surprise. The principal theme of articles on this page during the past few years has been the close affinity between the programs of the Eisenhower Administration and the Democratic leadership on Capitol Hill. It was pointed out on a number of occasions how the President, in his

Valedictory to the past: A huge Republican Budget yields to the pressures of the welfare state.

efforts to resist the pressures from the extreme right in his party, and the Democratic leadership, in its efforts to resist the pressures from the extreme left in its own, have gravitated toward a mutual center. And on this page a year and a half ago—a year before he was nominated for a second term—it was asserted that "President Eisenhower, who was elected as a Republican and professes himself to be, is nonetheless, in many ways, a Democrat *de facto* if not *de jure*."

What has been happening is the subtle and progressive coalescence of the political philosophies of the leadership of both parties, a fusion which has blanketed most of the surface of American political life. And left somewhere behind, in the vault of a storied past, has been an era of individualism and self-reliance that may never come again. The multi-billion dollar baby, left on the threshold of Capitol Hill, is the heir to the American heritage.

Electronic Brain Promises New Era in Marketing Techniques

The winner of tomorrow's marketing race will be the organization that is "fustest" with the "mostest" in stored information, its analysis and communication. Dallas has a running "headstart" on all major cities of the Southwest in

facilities for 'electronic brain' service. Through its Research Department, the Dallas Chamber of Commerce is already keyed in with this development of the future in providing faster, more flexible and more accurate marketing information.

by Tom McHale

MARKETING and Advertising will be vastly affected by the revolution in Electronic Communications." This prediction from the February 4, 1957 issue of ADVERTISING AGE points up the tremendous impact this new development will have on the nation's future merchandising. Dallas is already keyed in with this important trend and the Dallas Chamber of Commerce, through its Research Department, is gearing itself to tie in with this modern development in marketing analysis.

The marketing survey which is published in this issue of DALLAS provides a good illustration of how electronic computing equipment—in which Dallas is the Southwest's headquarters for sales and service—can speed up the production of marketing data on a more flexible and complete basis. The survey pinpoints basic markets for product groups in Dallas and makes it possible to analyze Dallas' total market in terms of industries, basic business functions and territory covered. In using the Remington-Rand Univac System to compile and correlate this information, the Dallas Chamber of Commerce is a pioneer among the nation's chambers of commerce.

"Every activity in accelerating the movement of merchandise into consumption involves communications. Advertising, Selling, Merchandising, Promotion, Marketing—all involve communications. And within the next ten years, the science of electronic communications will *REVOLUTE*—not merely *evolute*." That is the prediction of the ADVERTISING AGE article.

Once again, Dallas' long established position as the business service center of the Southwest enables it to take full advan-



CHAMBER RESEARCH director Bill Rosamond checks electronic punch cards used to compile a list of 13,000 prospective purchasers of Dallas goods and services to be used in connection with the 1957 "Key to Dallas" buyers' guide. All the Chamber's central records are stored and compiled with the aid of Remington Rand electronic equipment.

tage of this revolutionary development in business techniques.

In the scramble to best harness the electronic brains, business enterprises based in Dallas have a "running headstart" on their competitors in other Southwestern cities—because the major companies that sell and service electronic brain equipment have long since established their regional headquarters in here. Remington-Rand, International Business Machines and Bendix Computer Division maintain regional headquarters in Dallas and Remington-Rand has already designated Dallas as one of eight Univac Centers in the United States.

This means that in Dallas—any potential user of electronic brain equipment—for market analysis or any other purpose, has three choices. He may buy an electronic brain installation from one of the companies located in Dallas. He may rent this equipment from one of these companies. He may buy "time" in one of the regional "service bureaus" maintained in Dallas where he will also get technical counsel and know-how on his problems.

Regardless of the route used, this adds new and commanding advantages to Dallas' already established position as the advertising and graphic arts center of the Southwest. Advertising agencies, manu-

facturers and others with marketing and technical computation problems will come to Dallas for electronic brain service which is not available elsewhere in the Southwest.

A number of Dallas major firms already have substantial Electronic Brain installations. This includes such firms as Chance-Vought, Temco, the Republic National Bank, Texas Instruments, Magnolia Petroleum, Safeway Stores, Slick Airways and others, and some are using part of the available time on these machines to process marketing data. Some of Dallas' major retailers, including Neiman-Marcus, A. Harris, Volks and others use electronic methods in sales analysis. The same is true of such manufacturers as Resistol Hats, Haggar Slacks, Burrus Mills, Lone Star Wholesalers, Glazier Wholesale Liquor Co., Southern Express and many others.

Last year, according to PRINTERS' INK, \$9,982,000,000 was invested in Advertising in the United States in all media. PRINTERS' INK projects a national advertising investment of 10.5 billion in 1957. The growth of advertising on the basis of charts prepared by McCann-Erickson for the February 8, 1957 issue of PRINTERS' INK, is expanding faster than civilian employment, personal consumption expenditures, industrial production and gross national product.

How much of this money or other funds was spent in marketing research is not a

LAST YEAR, according to PRINTERS' INK, \$9,982,000,000 was invested in advertising in the United States in all media. PRINTERS' INK projects a national advertising investment of 10.5 billion in 1957. The chart below was published in the February 8 issue of PRINTERS' INK.

*ALL ADVERTISING 1956 \$9,982,000,000

Graphic Arts

Newspapers	\$3,305,000,000
Direct Mail	1,400,000,000
Magazines	782,000,000
Farm Papers	35,000,000
Business Papers	480,000,000
Total	\$6,002,000,000

Other Media

Outdoor	\$ 200,000,000
Radio	565,000,000
Television	1,255,000,000
Miscellaneous	1,960,000,000
Total	\$3,980,000,000

*From February 8, 1957 issue — PRINTERS' INK.

matter of record. However it is obvious that such large expenditures cannot be left to chance. Large national industrial organizations are spending more and more money on research, including major expenditures for various types of electronic equipment. How much money will be spent in Dallas for Advertising in 1957 cannot be gauged. It can be said however, that advertising investments are growing in Dallas at least in keeping with national averages and it can also safely be predicted that more money will be spent in Dallas for scientific research and electronic equipment to speed up and insure accuracy for complicated sales statistics and basic market data.

The implications to Dallas business and to the national economy on future use of the "Electronic Brain" are tremendous. This trend will not eliminate the creative or human touch from advertising. It does mean that future advertising and marketing programs will tend to be based more and more on sound market research correlated and compiled with the aid of electronic equipment. It means that sales and advertising managers will do less guessing and base their future programs on more accurate marketing information.

The "Electronic Brain" facilities available in Dallas and projected for the future promise to make it the major marketing research center of the Southwest. Add this advantage to the creative talent of its advertising agencies, its major newspapers,

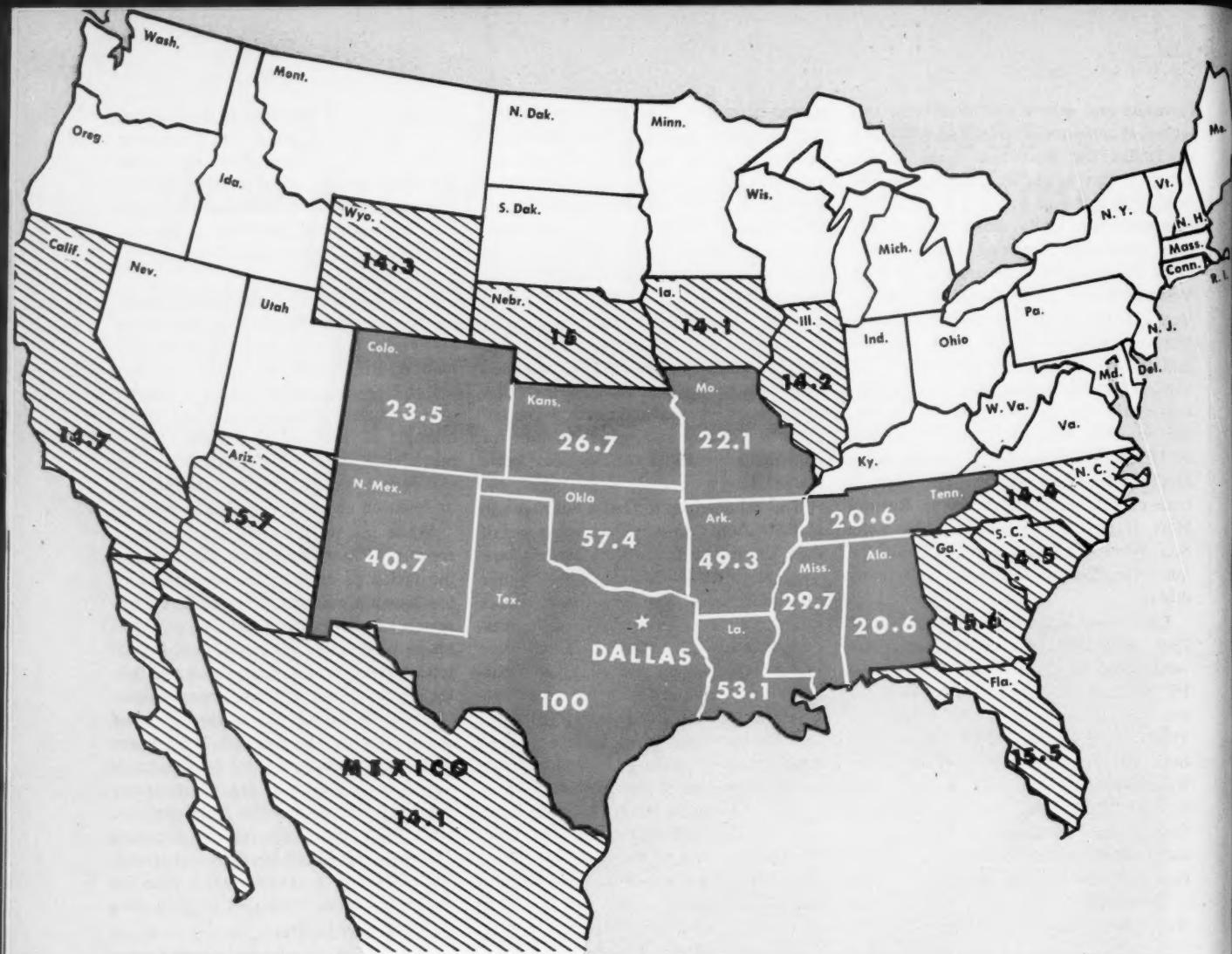
its radio and TV stations, its trade magazines, its fine printing and engraving plants, its typographers, artists, sign plants and other specialized advertising production organizations, and Dallas emerges in a stronger position than ever as the Advertising and Graphic Arts Center of the Southwest.

Activities of the North Texas Chapter of the American Marketing Association also center in Dallas. Its president is William A. Rosamond, manager of the Research Department of the Dallas Chamber of Commerce. Dallas is also the headquarters of Joe Belden & Associates, a marketing research organization that makes full use of electronic methods in its research activities over the Southwest.

While market research is primarily a concern of individual firms, there is also the factor of competition between cities for growing markets. The marketing research of the Dallas Chamber of Commerce is primarily concerned with Dallas' total market and its major segments. Dallas is building and setting up more facilities to make it the central market place of the Southwest. The Research Department of the Dallas Chamber of Commerce is keyed in to the new era of electronic communications to utilize its advantages, both from the standpoint of promoting Dallas' trade with its territory and providing quick and accurate market data for major industries interested in expanding or locating in Dallas.

INFORMATION affecting sales and marketing is fed into electronic computers like the IBM 650 magnetic drum data processing machine shown below at Texas Instruments. After analyzing the data the computer forecasts market trends with amazing accuracy.





Dallas' Importance As Regional Center Eph

By Steve Landregan

DALLAS' increasing importance as the business and industrial capital of the Southwest is boldly emphasized by the results of a recent trade territory survey made by the Chamber's Research Department.

Among other things the survey revealed that the traditional concept of a six and one-half state trade area is no longer valid... rather the trade influence of Dallas has extended to embrace an eleven state area ranging from Tennessee to New Mexico and from Colorado to the Gulf.

The survey covers 1,875 Dallas firms in 25 separate industrial groups, doing business in all of the 48 states and many foreign countries. This sampling includes 33.1% of Dallas' 1,786 manufacturers

and 40.2% of the city's 2,791 wholesale firms. Such a high percentage of the total manufacturers and wholesalers assures reasonable accuracy.

For years the Dallas trade area has been described as embracing Texas, New Mexico, Oklahoma, Arkansas, Louisiana, Mississippi and the Western portion of Tennessee. The community of interest between these areas and Dallas has always been high and has been an influencing factor in a number of the Chamber's efforts to win better air and ground transportation service with these regions.

In the past, however, the concept of the Dallas trade area has been based on inadequate surveys and even to some extent on unofficial estimates. Never before has such a complete survey of the Dallas market been successfully completed, and never before has such a clear picture of the importance of Dallas as a regional

distribution center been brought into public focus.

Now, it becomes obvious that Dallas business has extended its influence beyond the old trade area and into Colorado, Kansas, Missouri, Alabama and all of Tennessee. In order to determine the amount of coverage of each of these states, the Research Department compiled figures showing what percent of Dallas firms surveyed covered each state. (See map above).

In addition to Texas, which of course was covered by 100% of the firms surveyed, the states rank in the following order: Oklahoma 57.4%, Louisiana 53.1%, Arkansas 49.3%, New Mexico 40.7%, Mississippi 29.7%, Kansas 26.7%, Colorado 23.5%, Missouri 22.1%, Tennessee 20.6% and Alabama 20.6%. Assuming that any state which is served by at least 20% of all Dallas firms

Here's Dallas' New Distribution Pattern

20% or more of all Dallas firms serve:

Texas 100%	Mississippi 29.7%
Oklahoma 57.4%	Kansas 26.7%
Louisiana 53.1%	Colorado 23.5%
Arkansas 49.3%	Missouri 22.1%
New Mexico 40.7%	Tennessee 20.6%
	Alabama 20.6%

14-20% of all Dallas firms serve:

California	Iowa	South Carolina
Arizona	Illinois	Georgia
Wyoming	North Carolina	Florida
Nebraska		Mexico

13.3% of all Dallas firms do a NATIONAL business.

5.6% of all Dallas firms do an INTERNATIONAL business.

Emphasized by New Trade Territory Survey

is within the primary market area, then the survey indicates that Dallas has an 11 state primary market area.

But the influence of Dallas as a trade center goes far beyond that. There are many Dallas firms which do business on an international or a national basis (250 out of the 1,875 surveyed), and there are many others whose regular market area extends from the Atlantic to the Pacific and embraces as many as 20 states.

In an effort to determine the coverage and extent of this secondary market area the survey queried the Dallas firms concerning their activities in other states. The results show that over 14% of all Dallas firms do business in Florida, Georgia, North Carolina, South Carolina, Illinois, Iowa, Nebraska, Wyoming, Arizona and California. And to add an international flavor over 14% also do business in Mexico.

Thus, if we consider these ten states and Mexico the secondary market area of Dallas . . . the total market area of Dallas embraces 41 states and Mexico and covers well over half the area of the United States.

This growth of the Dallas trade area can be attributed to several factors. Geographic advantages, good transportation, progressive industrial district development, availability of public warehousing, good climate, skilled labor pool and many cultural and recreational advantages to mention a few.

The favorable geographic location of Dallas can be grasped best by looking at a map. Dallas is in a perfect natural location to serve the entire Southern portion of the United States, being equidistant from the East and West coasts. It also is strategically located for serving the great

mid-West as well as Latin America to the South.

Transportation wise, Dallas is the hub of 9 railroads, truck lines, three trunk airlines, three feeder airlines and an air-freight carrier, and can offer overnight service to virtually any major city in the United States. Under the new Federal highway plan, only one city in the nation (Indianapolis, Ind.) serves as the hub for a greater interstate highway web than Dallas.

Dallas' well planned and strategically located industrial districts are nationally famous and have served as models for other industrial districts throughout the country. And the availability of warehouse space on a lease or purchase basis is of tremendous importance to prospective industries.

Dallas climate plays a big part in bringing new industry to the city. The tem-

BY 1875 FIRMS—NOVEMBER, 1956

Groups and by Function of Business

from Dallas)

SECTION II—Territories Served by 14% to 20% of Firms Surveyed (Territory Served by Dallas)

All Or Part Of							All Or Part Of									
Miss.	Kan.	Colo.	Mo.	Tenn.	Ala.	Ariz.	Ga.	Fla.	Nebr.	Calif.	S.C.	N.C.	Wyo.	Ill.	Iowa	Mex.
307	249	190	165	138	137	46	43	41	32	26	22	21	20	18	15	15
113	104	83	79	52	58	19	19	16	13	17	10	11	2	10	9	2
171	130	95	72	72	67	25	19	21	17	7	11	10	16	6	4	10
49	37	27	21	13	19	7	2	1	3	3	0	0	1	1	2	0
85	75	55	41	40	40	13	13	16	11	2	8	8	11	5	1	7
37	18	13	10	19	8	5	4	4	3	2	3	2	4	0	1	3
23	15	12	14	14	12	2	5	4	2	2	1	0	2	2	2	3
22	21	16	16	13	13	1	6	7	3	1	5	5	1	2	2	0
16	15	10	11	8	8	1	4	5	2	1	3	3	0	1	1	0
1	2	2	1	0	2	0	0	0	0	0	0	0	0	0	0	0
4	4	4	4	5	3	0	2	2	1	0	2	2	1	1	1	0
1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
50	33	24	27	22	27	5	11	11	4	5	6	5	1	4	1	0
25	18	15	17	13	18	5	9	8	2	5	5	5	0	4	1	0
15	11	5	5	3	4	0	1	1	1	0	0	0	0	0	0	0
6	3	2	3	2	2	0	1	1	1	0	0	0	1	0	0	0
4	1	2	2	4	3	0	0	1	0	0	1	0	0	0	0	0
7	9	7	8	3	4	4	0	0	0	0	1	0	0	1	0	2
1	1	2	1	0	0	0	0	0	0	0	0	0	0	0	0	0
1	1	1	1	0	1	1	0	0	0	1	0	0	0	0	1	0
2	1	2	2	1	1	2	0	0	0	0	0	0	1	0	1	0
3	6	2	4	2	2	1	0	0	0	0	0	0	0	0	0	0
0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
10	14	10	6	6	6	2	1	0	1	1	0	0	0	1	0	0
5	10	6	5	4	4	1	1	0	0	0	0	0	0	0	0	0
1	2	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
3	2	4	1	2	2	1	0	0	0	1	1	0	0	1	0	0
1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
6	8	7	7	2	2	2	0	0	0	2	1	0	0	0	2	1
2	7	5	4	1	1	1	1	0	0	2	1	0	0	2	1	0
1	0	1	1	1	1	1	1	0	0	0	0	0	0	0	0	0
2	1	1	2	0	0	0	0	0	0	0	0	0	0	0	0	0
1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
9	7	4	4	1	1	0	0	0	0	0	0	0	0	0	0	0
9	7	4	4	1	1	0	0	0	0	0	0	0	0	0	0	0
33	29	27	24	13	12	3	1	1	5	3	0	2	1	3	2	0
21	19	19	18	10	8	2	1	1	4	3	0	2	0	3	2	0
4	1	2	1	0	1	0	0	0	0	0	0	0	0	0	0	0
8	9	6	5	3	3	1	0	0	1	0	0	0	1	1	1	0
1	3	2	1	0	1	2	0	0	1	1	0	0	0	1	1	0
0	0	0	0	0	0	1	0	0	0	0	0	0	0	0	1	0
1	3	2	1	0	1	1	0	0	1	1	0	0	1	1	0	0
0	1	0	1	0	0	0	0	0	0	0	0	0	0	0	0	0
0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
18	12	12	7	4	7	3	1	1	0	4	0	0	1	0	0	1
15	11	10	7	4	6	3	1	1	0	3	0	0	0	1	0	0
1	0	1	0	0	1	0	0	0	1	0	0	0	0	0	1	0
2	1	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0
0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
49	45	29	21	21	19	12	4	5	7	6	2	2	7	1	7	1
2	3	4	4	1	1	3	0	0	0	2	0	0	1	0	1	0
10	9	8	6	4	5	2	0	0	0	2	0	0	3	1	0	4
21	23	12	8	7	11	4	4	4	5	1	2	2	0	2	1	2
16	10	5	3	9	2	3	0	1	2	1	0	0	3	0	1	2
21	11	9	10	8	10	4	2	5	2	0	0	0	0	1	2	0
5	2	2	3	3	3	0	0	0	0	0	0	0	0	0	0	0
4	1	0	2	0	1	0	0	0	1	0	0	0	0	0	0	0
12	8	7	5	5	6	4	2	5	1	0	2	2	1	1	2	0
12	10	7	7	5	6	0	3	2	2	0	2	2	1	1	1	0
3	3	2	1	2	3	0	1	1	1	0	1	1	1	0	1	0
3	3	3	3	2	1	0	0	0	0	0	0	0	0	0	0	0
6	4	2	3	1	2	0	2	1	0	0	1	1	0	1	0	0
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2	1	1	1	2	1	1	2	1	0	1	1	1	0	0	0	0
7	3	3	5	4	0	0	0	1	0	0	0	0	0	1	0	0
5	2	3	2	4	3	0	0	0	0	0	0	0	0	0	0	0
4	2	2	0	1	0	1	0	0	1	1	0	0	1	0	1	0
1	1	1	1	0	1	0	0	0	0	0	0	0	0	0	0	0
4	2	1	4	4	2	0	3	2	0	0	1	0	0	0	0	3
2	2	0	1	0	1	0	0	1	1	0	0	0	0	0	0	0

²As of October, 1956, there were 2,791 wholesale trade firms of all types in Dallas County. This survey included 1,122 or 40.2% of these firms.

Source: Research & Central Records Department of the Dallas Chamber of Commerce. Data was compiled from completed questionnaire received from 1,875 Dallas Chamber of Commerce members.

TERRITORIES SERVED FROM DALLAS

(Market Areas Analyzed by Broad Ind.)

SECTION 1—Territories Served by 20% or More of Firms Surveyed (Territory Served)

Industry and Function	Total Firms Surveyed	Inter- National*	National*	Dallas County Only	Part Of Tex.	All Tex.	Okla.	La.	Ark.
Total—All Firms	1,875	105	144	120	383	1,123	826	746	675
Manufacturers	591	74	111	45	61	300	227	226	207
Wholesalers—Total ¹	1,122	30	27	75	285	705	514	456	402
Merchant Wholesalers and Distributors	500	10	19	52	163	256	159	143	120
Manufacturers Sales Branches and Offices	424	7	4	15	84	314	243	217	196
Agents and Brokers	198	13	4	8	38	135	112	96	86
Non-Manufacturers and Non-Wholesalers	162	1	6	0	37	118	85	64	66
Food Products—Total	131	0	15	15	42	59	40	41	39
Manufacturers	73	0	10	11	19	13	23	23	22
Wholesalers and Distributors	20	0	3	3	10	4	2	3	4
Manufacturers Sales Branches and Offices	17	0	2	1	1	13	11	10	10
Agents and Brokers	21	0	0	0	12	9	4	5	3
Apparel, Textiles and Related Products—Total	138	8	27	1	4	98	79	79	74
Manufacturers	81	7	25	0	2	47	37	39	34
Wholesalers and Distributors	23	0	2	0	0	21	16	18	17
Manufacturers Sales Branches and Offices	25	1	0	1	2	21	20	16	18
Agents and Brokers	9	0	0	0	0	9	6	6	5
Lumber and Construction Materials—Total	92	1	7	11	26	47	32	27	21
Manufacturers (Lumber & Wood Products)	8	0	2	1	1	4	2	3	2
Manufacturers (Stone, Clay & Glass Products)	18	0	2	1	4	11	6	7	6
Wholesalers and Distributors	35	0	1	8	12	14	7	4	1
Manufacturers Sales Branches and Offices	25	0	2	0	8	15	15	11	11
Agents and Brokers	6	1	0	1	1	3	2	2	1
Furniture and Fixtures—Total	56	1	4	1	11	39	35	29	28
Manufacturers	29	1	3	1	5	19	19	16	18
Wholesalers and Distributors	15	0	1	0	5	9	6	5	3
Manufacturers Sales Branches and Offices	9	0	0	0	1	8	7	5	5
Agents and Brokers	3	0	0	0	0	3	3	3	2
Paper and Allied Products—Total	43	2	3	6	6	26	18	16	12
Manufacturers	20	2	2	0	1	15	10	12	10
Wholesalers and Distributors	14	0	1	5	3	5	2	1	0
Manufacturers Sales Branches and Offices	8	0	0	1	2	5	5	2	2
Agents and Brokers	1	0	0	0	0	1	1	1	0
Printing and Publishing and Allied Industries—Total	89	4	11	22	9	43	27	27	26
Manufacturers	89	4	11	22	9	43	27	27	26
Chemicals, Drugs and Allied Products—Total	113	1	5	2	20	85	66	62	55
Manufacturers	53	0	5	0	7	41	36	36	32
Wholesalers and Distributors	21	0	0	0	10	11	7	6	4
Manufacturers Sales Branches and Offices	39	1	0	2	3	33	23	20	19
Products of Petroleum and Coal—Total	10	3	0	0	1	6	5	6	4
Manufacturers	4	2	0	0	1	1	1	1	1
Oil and Gas Producers	6	1	0	0	0	5	4	5	3
Rubber Products	5	2	2	0	0	1	1	1	1
Leather Products	4	0	3	0	0	1	1	1	1
Metal Products (Except Furniture, Machinery and Transportation Equipment)—Total	144	12	13	8	40	71	44	42	41
Manufacturers	66	9	13	3	10	31	24	22	19
Wholesalers and Distributors	52	2	0	5	23	22	12	9	10
Manufacturers Sales Branches and Offices	22	1	0	0	7	14	7	10	10
Agents and Brokers	4	0	0	0	0	4	1	1	2
Machinery (Except Electric)—Total	402	33	16	17	101	235	176	152	135
Manufacturers	59	26	13	2	1	17	12	10	11
Wholesalers and Distributors	150	5	3	7	55	80	49	42	35
Manufacturers Sales Branches and Offices	108	2	0	5	26	75	56	58	49
Agents and Brokers	85	0	0	3	19	63	59	42	40
Electrical Machinery—Total	109	8	5	6	32	58	44	39	29
Manufacturers	24	8	3	1	1	11	10	11	9
Wholesalers and Distributors	43	0	2	5	23	13	9	4	4
Manufacturers Sales Branches and Offices	42	0	0	0	8	34	25	24	16
Transportation Equipment—Total	65	6	2	5	16	36	27	24	20
Manufacturers	12	5	2	0	0	5	4	4	3
Wholesalers and Distributors	33	1	0	5	9	18	11	11	9
Manufacturers Sales Branches and Offices	20	0	0	0	7	13	12	9	8
Instruments, Scientific and Professional Goods	12	4	3	0	0	5	4	4	3
Miscellaneous—Total	271	11	18	22	32	188	135	129	118
Manufacturers	34	4	12	3	0	15	10	9	9
Wholesalers and Distributors	78	2	4	10	9	53	33	36	31
Manufacturers Sales Branches and Offices	108	2	0	5	18	83	62	52	48
Agents and Brokers	51	3	2	4	5	37	30	32	30
Tobacco and Its Products—Total	4	0	0	0	4	0	0	0	0
Manufacturers	0	0	0	0	0	0	0	0	0
Wholesalers and Distributors	3	0	0	0	3	0	0	0	0
Manufacturers Sales Branches and Offices	1	0	0	0	1	0	0	0	0
Farm Products—Total	31	9	4	4	2	12	11	8	5
Wholesalers and Distributors	13	0	2	4	1	6	5	4	2
Agents and Brokers	18	9	2	0	1	6	6	4	3
Business Services	30	0	2	0	3	25	24	21	19
Finance	22	0	0	0	4	18	10	8	8
Insurance	65	0	1	0	21	43	29	18	22
Non-Profit Organizations	7	0	1	0	4	2	2	2	2
Transportation	25	0	2	0	4	19	12	7	9
Motion Picture Distribution	7	0	0	0	1	6	4	3	3

*To arrive at the total number of firms serving a given State, International and National totals should be added to the state total.

¹As of October, 1956, there were 1,786 manufacturing firms in Dallas County. This survey included 591 or 33.1% of these firms.

Dallas Serves Every Free Country in the World



ELECTRONICS — Dallas manufactured transistors and other electronic equipment is in use throughout the world, and the Voice of America is beamed behind the Iron Curtain on Dallas manufactured transmitters.

COTTON — The Dallas Cotton Exchange is a world market, buying and selling cotton in many countries of the world, and Dallas manufactured cotton ginning machinery is in use the world over wherever cotton is grown.

AIRCRAFT — Dallas built aircraft serve with the military of France and several other nations, and Dallas manufactured planes and guided missiles are serving with the American Fleet on all the seven seas.

OIL FIELD EQUIPMENT AND GEOPHYSICAL SERVICES — Dallas built rigs probe the Arabian sands and the jungles of South America in the search of oil and Dallas based geophysical and geological crews probe the earth and the bottom of the sea on and around all the continents.

These and a host of other Dallas products and services from dresses to drugs make Dallas a supply store for the free world.

The map on the opposite page shows in black the countries and their possessions served by Dallas products or services.

From Oil Rigs in Arabia to Airplanes over Indochina

perate climate assures year round operation, higher worker morale, lower construction costs and maintenance and thanks to Dallas' universal fuel, clean natural gas, lower fuel bills and no fuel shortage problems.

Dallas labor is both ample and adaptable. There is no finer example of the skill of Dallas labor than the record chalked up in aircraft production during World War II.

At the outset of the war Dallas labor had never undertaken any work of the nature required by North American Aviation when the aircraft firm built its Dallas plant. Only 500 trained workers were brought into Dallas by North American, the remainder of the 24,000 employed during the war years was drawn from the Dallas labor pool. By the end of World War II, the Dallas plant had set records for the production of fighters, bombers and trainers which stand to this day. This from a labor pool which had never known aircraft assembly work prior to 1940.

Culturally Dallas has no peer among Southwestern cities. The State Fair Musi-

cals, Margo Jones Theater, The Dallas Symphony and the Metropolitan Opera season place it far above any competition. Dallas is a city of many and beautiful churches, and two of its congregations are the largest in their respective denominations. In addition to an excellent public school system, Dallas boasts fine private and parochial elementary and secondary schools, the University of Dallas, Southern Methodist University, Baylor Dental College and Southwestern Medical School of the University of Texas.

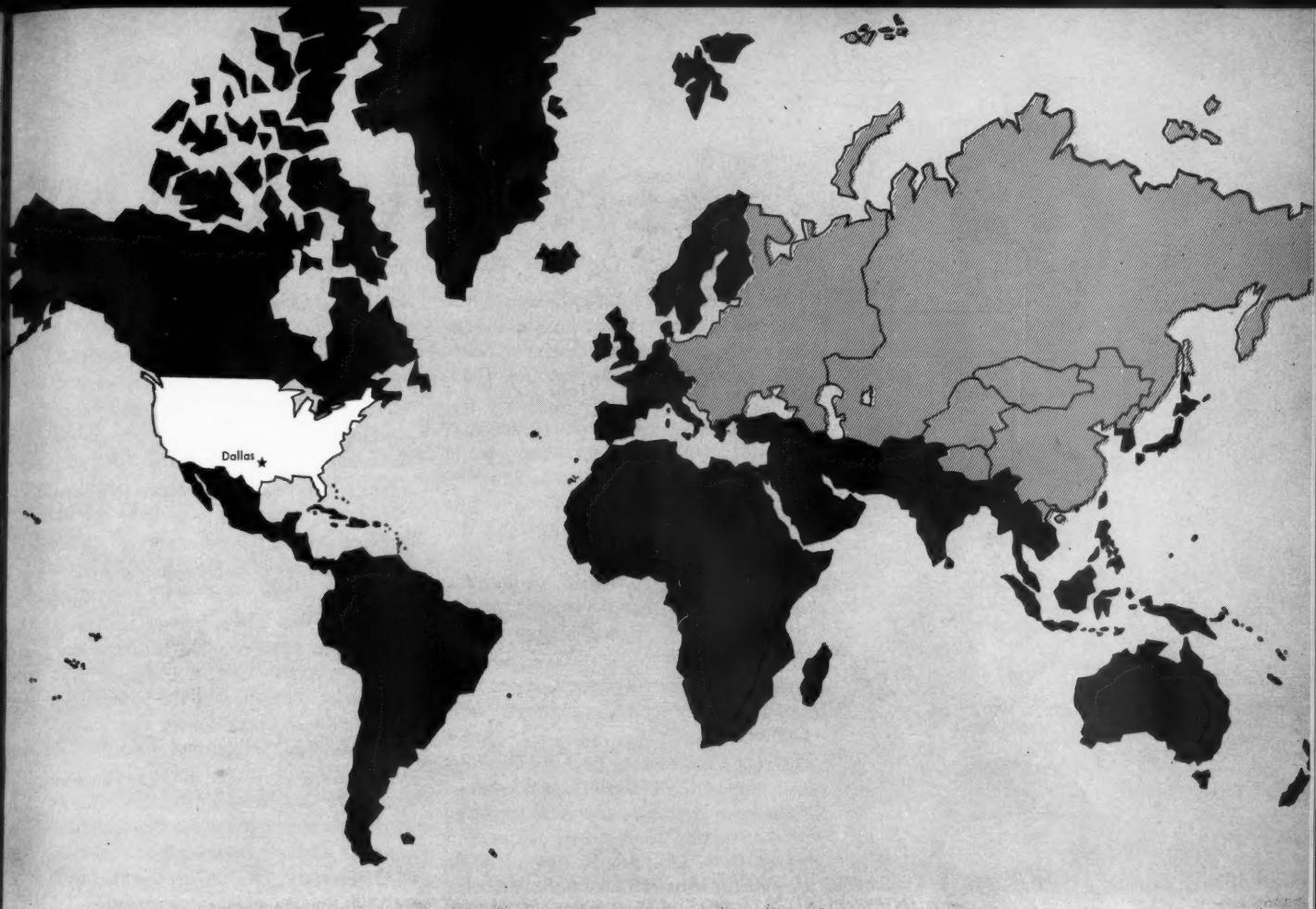
And not to be overlooked as a leading factor in bringing new industry to Dallas is the city's clean, businesslike municipal government, a civic asset much envied by most other cities the size of Dallas. "Partnership not partisanship" in Dallas's City Hall is the reason that a recent survey made by *Pageant* magazine showed Dallas as having the lowest actual tax rate of twelve leading American cities.

The survey proves once again the diversification of Dallas industry and gives further credence to the city's claim to being the most diversified market center of the

Southwest and among the leaders nationally.

Among the surveyed firms, the largest number, 402, are engaged in the manufacture and/or distribution of non-electrical machinery. This of course embraces both the oil field equipment firms and the cotton gin manufacturers which make up a large part of Dallas' heavy machinery manufacturing activity. Ranking behind non-electrical machinery are: Metal products, 144 firms; apparel, textiles and related products, 138 firms; food products, 131 firms; chemicals, drugs and allied products, 113 firms; and electrical machinery, 109 firms. All other industries showed less than 100 firms.

A surprising fact gleaned from the survey is the number of Dallas firms now doing business on a national or international basis. Of the 1,875 businesses surveyed, 249 do business nationally and 105 on an international basis. Industry groups which have the largest percentage doing business on a national and international scale are: Rubber products in which 4 out of the 5 do business on an international basis;



Dallas Products and Services Ring the Free World

Instruments, scientific and professional goods where 7 out of 12 firms do national business and 4 out of 12 international; Farm products where 13 out of 31 are national in scope and 9 out of 31 international; and products of petroleum where 3 out of 10 do business on an international scale.

The figures on international trade revealed by the survey prompted an informal telephone check among some of the firms showing international distribution, to determine what countries of the world are partially dependent on products made or distributed by Dallas based firms.

The results were indeed surprising. Every country this side of the Iron Curtain is partially dependent upon products or services made or distributed by Dallas based firm. In addition, there are several Iron Curtain countries with which Dallas firms have been given the green light to trade, but not trade is currently underway.

There are Dallas-built oil rigs constructed on Arabian sands, and Dallas-manufactured transistors in Australian electronic equipment. There are Dallas-built aircraft flying over Indochina and

Dallas-made cotton gins processing Egyptian cotton. And deep in the jungles of South America there is a geophysical crew from Dallas seeking Bolivian oil. The list could go on for pages, but will end with the statement that smart women in a dozen different countries are wearing Dallas-designed and made sportswear.

Distribution is part of any firm's marketing problems. The patterns vary from industry to industry and by function within an industry. But the patterns established by this survey will be both interesting and useful to Dallas businessmen. A manufacturer can determine from the survey chart, what his competition is doing, and bring his own into line. Or a new firm may find the survey helpful in establishing a distribution pattern for its Dallas office.

The Chamber of Commerce will put the survey to good use in its work with industrial prospects, and in establishing community interest with various communities in pleadings before state and federal bodies.

The survey will be revised by the Research Department every two years.

NOTE

The success of surveys of this type depends to a great extent upon the cooperation of Chamber members. It is important that survey forms be completed and returned as soon as possible. Naturally the greater the number of members who return survey forms, the greater the accuracy of the results.

For more information concerning this trade territory survey or for additional copies at cost, please contact the Research Department, Dallas Chamber of Commerce.

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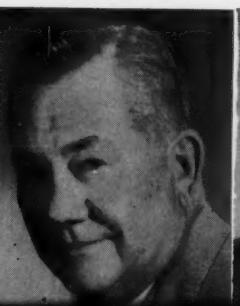
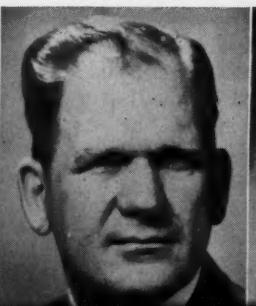
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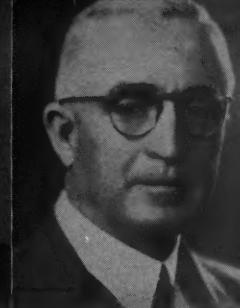
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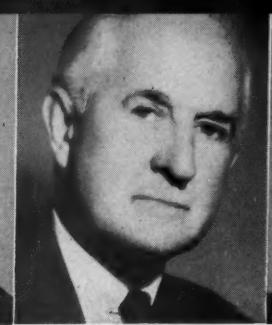




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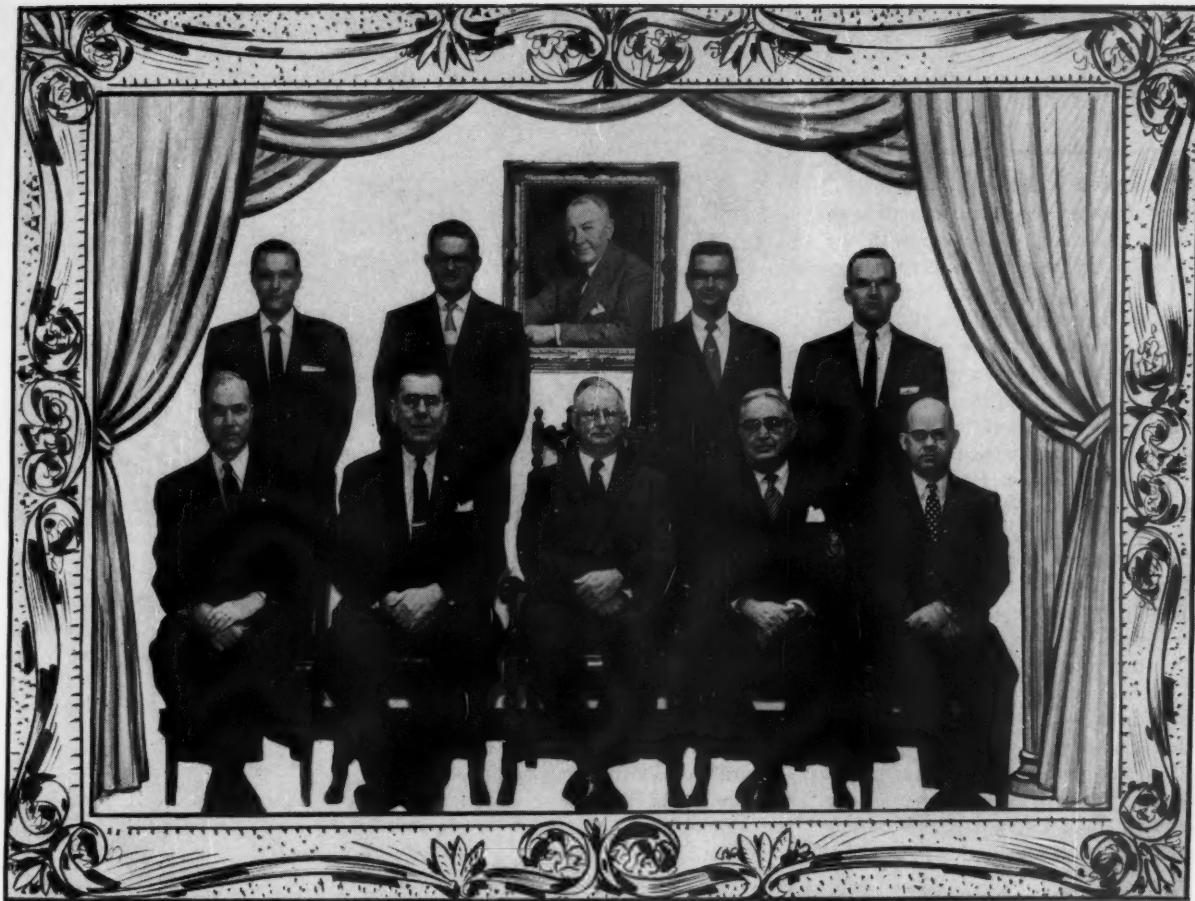
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1101 Commerce

C. A. TATUM, JR.



FAMILY PORTRAIT

This is a portrait of the front office staff, male members only, of the Johnston family. Here we are; old and young, tall and short, management and salesmen. "Salesmen" so-called although they spend more time servicing customers than in "selling" in the generally accepted sense.

Nevertheless, the customers seem to like it that way. Increasing business has necessitated further expansion of production facilities since removal to our new home a year ago. New equipment has been added, both letterpress and offset, to round out a completely versatile and flexible production layout.

Shown in the picture are, seated from left to right: L. C. Owens, Emil L. Borak, Bryan Snyder, Jr., Bruner R. Penniman and Jack H. Johnson. Standing: Bob Surrey, Oliver Snyder, Fallon Snyder and Pat Yoxall. The portrait is of our founder, the late Fred E. Johnston, 1869-1938.

Not shown are all the men and women in our plant, craftsmen whom you do not meet too often — proud of their skills, equally eager and dedicated to the service of our customers.

To you we extend a cordial invitation to visit our new plant or call any individual named above.

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Dallas

What's Doin' in March

Joe E. Lewis is back!

There is an artist running around town showing a cartoon of a bum with the caption, "Show me a man with no money and I will show you a bum!" Now if this artist were honest he would credit the line to **Joe E. Lewis**. And if he were a Lewis fan (he is) he would give you the rest of the routine which begins: "Ladies and Gentlemen, years ago I began in show business. I made many friends; many people were kind to me. I applied myself and worked hard. Now 30 years later, ladies and gentlemen, I can truthfully say I'm independently bankrupt!" Of course, you've got to be in the right place and preferably in the right condition to appreciate Lewis. He's a saloon comedian and they're one of the best kinds. His material and songs are about light women and heavy drinking; gambling in general, horse racing in particular with occasional digs directed toward nightclub managers and hotel detectives. He'll be in the **Adolphus Hotel Century Room** starting **March 1st**, and if I can swing it, so will I!



● Long before **Franchot Tone** became a frustrated business man on television; before **Clark Gable** was crowned The King and **Charles Laughton** started giving readings off high stools, the three of them got together for a rouser called "**Mutiny on the Bounty**." It's a great story about a mutiny that set off a chain of mutinies and some reforms in the British Navy of the 18th century. Laughton plays Lieutenant William Bligh, the mean captain. Gable plays "Mis-tah Chris-tyun!" who led the mutiny and later did so much to populate Pitcairn Island. And Tone plays Byam who didn't think the mutiny was such a



hot idea—or at least that's what he said at his trial. A great show come back—at the **Coronet**!

● **Interstate** has got a show coming up that I really look forward to! It's cloyly titled "**Full of Life**" but it features **Judy Holiday**! The plot concerns Judy's and **Richard Conte**'s trials as "any-day-now" pre-parents. As Holiday can get laughs by just walking across the street, she should be a riot galloping down the pre-natal path. Interstate's also booked a **John Wayne**, "**Wings of the Eagle**" and a science fiction, "**The Incredible Shrinking Man**." They say he really shrinks.

"The play's the thing" in March!

Any production of "**Hamlet**" is automatically the biggest stage event of any month, so **Coronet Town Hall series** gets our nod with a fantastic double-header. They play the melancholy Dane **March 29th, 30th** (matinee) and **31st** and on the **30th** and **31st** (matinee), the melancholy Norwegian's "**Peer Gynt**." But in "**Peer Gynt**," the melancholy Norwegian, **Henrik Ibsen**, isn't melancholy. Instead he writes P.G. as a laughing, rapid poetic drama that's a fitting contrast to play opposite the brooding "**Hamlet**." Indeed, a lot of people say that P.G. is as great in its way as Hamlet (among them George Bernard Shaw, Brandes and Archer.) Coronet has brought in the internationally famous **Canadian Players** to play the bill. The Canadians belong to the stripped stage school of acting (minimum costuming, minimum scenery) but they rank high as actors. At **Courtyard Theatre**. ● **Margo Jones Theatre** 57 will run into March with "**The Circle**" one of Somerset Maugham's early plays. Concerns a mother who runs away with another guy,

comes back to visit her now-grown-and married son, finds son's wife about to pull mother's stunt with still another guy. Makes for drawing room comedy and a big cast. On **March 12-31st** they play "**Second Wind**" about an active 80-year-old.



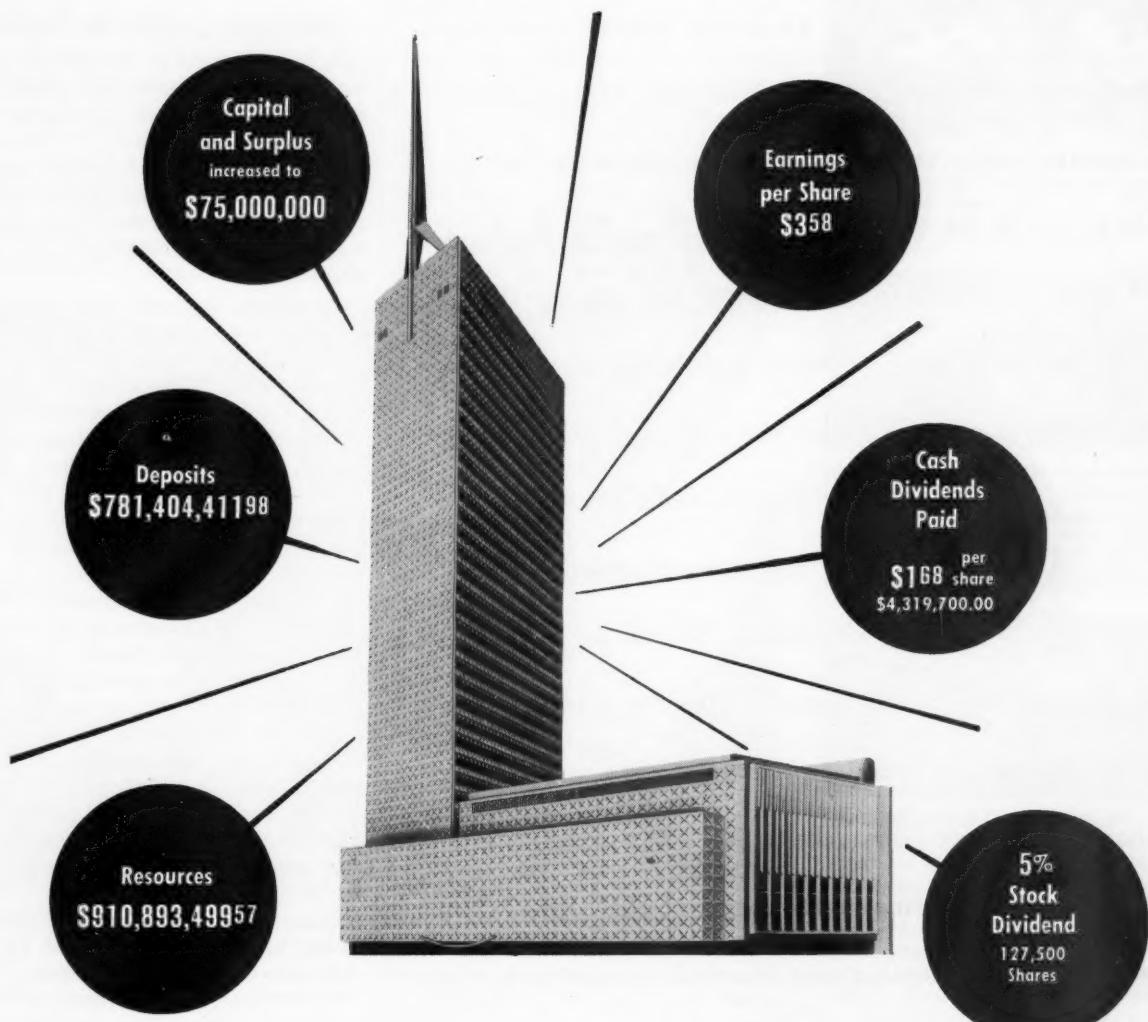
Cathedral Players have a good one; the un-watered down version of "**The Bad Seed**," Maxwell Anderson's play that sets childhood back 3000 years. **Rhoda** as played by **Sally Soldo** will be so mean they'll have to shake down the audience for weapons before letting them into the same house with the child. Finally, **Eddie Dowling**, Broadway and Houston actor-director will lecture for the **Community Course**, **March 21**, **McFarlin Auditorium**. Other Offerings:

A **Gershwin concert**, two name pianist concerts and an orchestral by **Dallas Symphony Orchestra** at **State Fair Auditorium**, **Puccini opera** by the **Community Opera Guild**, **McFarlin Auditorium**.

tom crabtree

Highlights of 1956...

ANOTHER RECORD YEAR AT REPUBLIC



During 1956, the Republic National Bank reached new record highs in Deposits, Total Resources, Earnings and Capital Funds. The increase in Capital and Surplus to \$75,000,000 further enhanced the Bank's position as the largest bank in the South and the 18th largest in the nation in capital strength.

We take pride in this continued record of outstanding growth, which, in the short span of a few years has advanced the Republic from a small local bank to its present stature as one of the nation's leading financial institutions. Also, we express our deep appreciation to our many friends throughout the country who have made our progress possible.

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Dallas

SALES AND MARKET

Tele-Sell Comes to Town

Dallas—sales hub of the great Southwest—is the only Texas city offering the million dollar Tele-Sell spectacular on February 26 and March 5.

Thirty-four cities in the United States and Canada are participating, via closed circuit television from New York, in the biggest sales education program ever attempted.

An estimated 40,000 sales managers and sales personnel make up the audience for this unique presentation. They are seeing and hearing 12 of America's top salesmen in the fields of manufacturing, wholesaling, retailing and service selling discuss the principles by which they climbed to the top echelon of business.

The Tele-Sell is unique not only for the fact that it brings together one of the greatest arrays of sales talent in the nation but because of the method of presentation of the sales messages and inspiration these leaders have to offer. There are no long speeches but rather the emphasis is on dramatic presentations of principles.

The two programs, starting at 6 p.m. and ending at 8 p.m. on successive Tuesdays, February 26 and March 5, are being held in the Dallas Memorial Auditorium Theater, Akard and Canton Streets, which was opened just in time to accommodate the first program.

A giant, 16 x 20 ft. screen, was installed by the Sheraton Closed-Circuit Television Company for the occasion. An estimated 1,000 sales personnel from Dallas and throughout Texas are attending the Tele-Sell.

The Tele-Sell is the major event in the first national celebration of "Salesmen's Week" which is being observed by the National Sales Executives Association in cooperation with the U.S. Department of Commerce, the U.S. Chamber of Commerce, the National Association of Manufacturers and other business groups.

The importance of the Tele-Sell in promoting more efficient sales practices nationally is emphasized by the fact that Vice President Richard M. Nixon personally opened the February 26 program. Secretary of Commerce Sinclair Weeks will open the March 5 program.

The Dallas Sales Executives Club is sponsoring the Tele-Sell locally as a non-profit educational venture which will be

of great value to Texas sales managers and sales personnel. W. W. Clements, club president, in announcing the Tele-Sell said that "the purpose of this bold, new concept in sales training is to teach the salesmen how to do their jobs a little better.

"As America continues to lead all nations in technical know-how and in the production of field and factory, it is essential that we also set the pace in the distribution of economy. This is the job of the salesman."

J. M. (Jake) Lynn is general chairman with C. H. Shackelford and Mark Hannan as co-chairmen.

Others on the committee include Leo

group marketing, Chrysler Corporation and Herman C. Nolen, president, McKesson & Robbins, Inc.

Representing the ladies is Mrs. Brownie Wise, vice president, Tupperware Home Parties, Inc. Others are H. Bruce Palmer, president Mutual Benefit Life Insurance Company; Judson S. Sayre, president, Norge Division of Borg-Warner Corporation; Philip M. Talbot, vice president, Woodward & Lothrop department store; John M. Wilson, vice president for sales, National Cash Register Company and R. S. Wilson, executive vice president, Goodyear Tire & Rubber Company.

Producing the Tele-Sell nationally is a cooperative educational venture of Ar-



Shoemaker, P. M. Rutherford, Jr., Louis Evans, Forrest Cannon, Frank Parker and Mrs. Estherlee De Haes, executive secretary.

W. H. Pierce, a member of the Sales Executives Club, will open and close each program.

The 12 top sales personalities participating in the Tele-Sell are John M. Fox, president of Minute Maid Corporation; Alfred C. Fuller, chairman of the board, Fuller Brush Company; Joseph Kolodny, managing director, National Association of Tobacco Distributors; Wade McCargo, president, McCargo-Baldwin department store; Byron Nichols, general manager,

thur H. "Red" Motley, president of Parade Publications and president of Tele-clinics, Inc.; Jamison Handy, president of Jam Handy Organization and Walter Wanger, Hollywood producer and president of Sheraton Closed Circuit Television.

The local and Texas sponsorship of Tele-Sell is being done on a non-profit basis by the Dallas Sales Executives Club.

Tele-Sell chairman J. M. Lynn said that the club, in undertaking the sponsorship of the program, felt that it would be highly desirable for Dallas to do so because of the importance of Dallas as a sales center.



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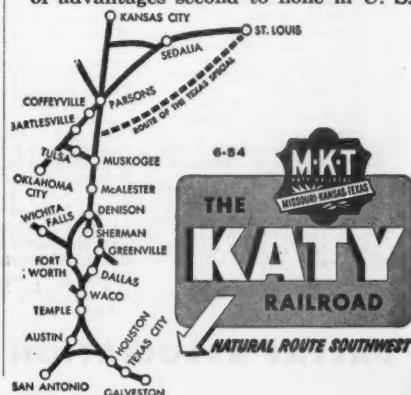
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THE KATY IN DALLAS

Standout Katy-developed industrial locations include Air Lawn, Garland, Farmers Branch, Cedar Crest and similar areas in greater Dallas. Newest home for Dallas industry is the Windsor-Katy Brook Hollow District, ideal in location, beautiful in appearance, a complete range of advantages second to none in U. S.



Dallas

BUSINESS

YEAR END REVIEW

As Dallas business plunged head-first into 1957, The Chamber's Research Department pulled out its famous set of "economic yardsticks" and began to size up 1956. In some places Dallas' business profile edged up, and in others it dropped off, but all in all the yardsticks measured a good gain.

The over-all Dallas economy continued to climb to a new record breaking level during the year. Out of 28 major business and economic indices (see chart) all but 7 showed increases ranging from 2.8% in bank deposits to 46.7% in Engineering non-building type construction. Declines included the number of new business firms started, residential construction contract awards, and new automobile and truck

registrations. These drop-offs were not restricted to Dallas however, they were also off on a State, Regional and National basis.

A few of the highlights were:

Population: At the end of the year, estimated population for the Dallas Metropolitan Area was set at 827,500 — a gain of 32,500 people from January 1, 1957. City of Dallas estimated population increased from 600,500 to 621,500 during the year, while the area of the city increased from 198.01 to 236.01 square miles. The square mile area of the city is now more than double the area, at the time of the 1950 Census. Population of the City of Dallas plus its four "island cities" — Highland Park, University Park, Frutdale and Cockrell Hill — was estimated at 666,500 as of January 1, 1957.

Employment: Employment in Dallas County reached a total of 343,895 workers at the end of the year, an increase of 14,630 in the number of job holders since

the end of 1955. The employment gain of 1956 was almost 3,000 above the combined total gains for the years of 1954 and 1955. Factory employment in the County increased by 6,950 workers during the year, to reach an all-time high of 86,575. During the two previous years — 1954 and 1955 — factory jobs increased by only 2,825 workers.

Payrolls: The estimated total annual non-farm payroll in Dallas County increased by \$109,484,000 during 1956, to reach a total of \$1,299,585,080. The total annual factory payroll reached \$364,030,920 during 1956 for an increase of \$56,622,920 or 18.4% over 1955.

Construction: Total construction contract awards in Dallas County declined from an all-time high of \$255,326,000 in 1955, to \$227,315,000 in 1956. In spite of the 11.0% decrease from 1955 in total awards, 1956 was still the second best construction year on record for Dallas County. All of the decrease from 1955

Consult a Professional



Adams, Harold G.	Crum, Lee, Ins. Agency	Holt, J. Frank, & Co.	Moore, Harry R., Agency	Shelton & Bowles
Alexander, Geo. A., Agcy.	Cullum, J. D., & Co.	Hooker, S. H.	Morrison, Lake Agency.	Shelton, Ray, Insurance
Anderson, A. J., & Associates	Davis, Lyt. E., Agency	Howell, Rouse, Insurance	Munger & Moore	Simons Insurance Agency
Andrews-McDowell Co.	Dean, E. G., & Co.	Hunt, Carl H.	Murchison, Kenneth, & Co.	Simpson & Cathey
Ayres, Frank, Jr.	DeLay, Clyde, Ins. Agency	Jackson, A. D., Agency	Murray Insurance Agency	Slaton, Jas. B., Ins. Agency
Banks-Burney Co.	Dexter, Chas. L., & Co.	Jacobs, Joe, Ins. Agency	Nash, A. G., Co.	Slay & Co.
Barr, John A., Co.	Dow, Frank C., Co.	Jones-Calvert Co.	Noel, Dave, Agency	Smith, A. M., (Al), Ins.
Barrett, Arthur E. W.	Duncan, Gur S., Ins. Agcy.	Jones, Ted, Agency	Norwood, Jones W.	Smith, Cruger T., Agency
Basham Insurance Agency	Echols Insurance Agency	Jones-West and Johnson	O'Beirne, G. B., & Co.	Snell, David M.
Bateman Insurance Agency	Ellis-Smith & Co.	Julian & Cochran	Owen, Arthur L., Co.	Spurgin, Ben., Ins. Agency
Beachum, John H., & Son	Elmore, Derrill G., & Co.	Kaufman, Phil H., Ins. Agt.	Parrish, W. D. (Bill), Insurance Agency	Steile-Fonda Co.
Beavers, Joe, Insurance	Faulkner Ins. Agcy.	Killough, M. N., & Co.	Patrick, C. M. (Pat)	Stern, Robert, Ins. Agency
Bettis, Ins. Agcy. of Dallas	Ferguson, Tom C.	Kirkpatrick-Thompson Co.	Pearlstone & Elliott	Stewart, Walde E., & Co.
Bibby, Haughton & Bibby	Fitzwater, Tim, Insuror	Kirsch, August	Peavy Insurance Agency	Susman, Wm., Agency
Binford Insurance Agency	Flowers, Russ, Ins. Agency	Kline, W. E., & Co.	Phelps, Jacques & Co.	Doe Swallow & Associates
Blanton, Thomas & Co.	Fogelman, Wilbur H., Ins.	Lang, J. Fred, Agency	Pierce, Fred A.	Taylor, Roy L., & Son
Bolanz and Bolanz	Francis, Shirley M.	Lett Insurance Agency	Prendergast, A. C., & Co.	Teeling Insurance Agency
Bomar, Henry H., Ins. Agcy.	Garrett, Floyd, Co.	Levi, Chas. A., & Sons	Pridity, Ross, Agency	Thomas & Loving Ins. Agency
Bond, Tom L., Agency	Greaves, Sidney D., & Son	Lindsay, J. W., & Co.	Ragland Insurance Agency	Thrash, Howard G., & Son
Brannan Insurance Agcy.	Green, Glynn O., Agency	Love Insurance Agency	Reid, James Y. (Jim) Agcy.	Trotth, S. H., & Co.
Brilling, Abe I.	Green, Sidney F., & Ligon	McClure, Geo. D., Agency	Reinhardt, J. L., & Son	Tucker-Manning
Burke, John L. & Co.	Grinnan, Lewis, Co.	McCormick, Geo. W., Ins. Agency	Reichert, David, Agency	Waldman Bros. Ins. Agency
Burkholder Ins. Agency	Gulledge, Hal A., Co.	Mendenhall, J. S., Ins. Agency	Renz, Starr, Agency	Wallace, Jim., Agency
Burton & Wilkins	Gump and Gaynier	Merritt Insurance Agency, The	Roberts, Wiley, & Sons	Wallace & Fogarty Agcy.
Bywaters Insurance Agcy.	Hadsell, J. C. & Company	Minter, Sylvan A.	Roeder & Moon	Walsh, Jim., Agency
City Insurance Agency	Hall, Howard M.	Mittenthal, N. E., & Son	Rose & Rose	Watson-Herring Ins. Agcy.
Cochran & Houseman	Hamman, Gaston, Agency	Mohon, J. W., & Co.	Rozelle, John H., Co.	Weatherford, Bill, Ins. Agency
Coker, M. L., Ins. Agcy.	Hardy, R. L., Agent		Rucker, T. M., & Co.	Whitman, Joe, Ins. Agency
Coleman, Shelley	Harris, Felix, & Co.		Sammons, Ed E.	Wilhite Agency
Corrigan-Jordan Ins. Agcy.	Harris & Huffines Agcy.		Saxon, Robert E.	Williams, W. Nicholas
Cox, George A., & Co.	Hartley, Walter G.		Scheid, Max, Agency	Wilson-Weich Co.
Cox, George F., & Co.	Henry, E. Cowden		Scott, Beverly Ins. Agcy.	Wimberly, Werth, Agency
Cox & Stalley	Hogan, Geo., Ins. Agency		Seay & Hall	Wright Ins. Agency
Crocker, R. H., & Co.	Holland, W. M. (Bill)		Shaffer-Dickinson Agcy.	Wynnewood Ins. Agency
Crossman, G. W., Agency	Agency		Shaw & Hornberger	
Crow, Cecil				

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was due to a \$43,883,000 or a 29.5% drop in residential contract awards. Offsetting much of the decline in residential construction activity was an increase of \$4,444,000 or 5.4% in commercial-industrial-institutional building contract awards and an increase of \$11,328,000 or 46.7% in engineering or non-building type construction awards.

The dollar volume of building permits issued in the City of Dallas and the Park Cities decreased from \$172,400,316 in 1955, to \$140,972,508 in 1956. Despite the 18.2% drop, the City of Dallas still ranked 5th among all American cities in the dollar value of building permits issued during 1956 — falling behind only New York, Los Angeles, Chicago and Houston. In 1955, Dallas ranked fourth in the nation, ahead of Houston. On a two year basis — 1955 and 1956 — Dallas' volume exceeded the City of Houston's by over \$13,000,000.

**Flying?
LOVE FIELD is DALLAS
Don't Buy a Detour!**

1956 YEAR END COMPARISON WITH 1955

Compiled by the Research Department

	1956	1955	Per Cent Change
Commercial Data			
New Business Concerns — Total	909	1,223	—25.7
Manufacturers	70	99	—28.3
Postal Receipts	\$ 20,594,725	\$ 19,933,853	3.3
Air Mail Originated (lbs.)	1,550,522	1,367,618	13.4
Consumption of Electricity — Total KWH	2,182,608,541	1,898,055,755	15.0
Industrial	495,091,640	450,775,419	9.8
Consumption of Natural Gas			
Total Cubic Feet	66,183,591	60,926,872	8.6
Industrial	45,891,586	42,364,351	8.3
Number of Electric Meters (December 31)	201,920	195,236	3.4
Number of Water Meters (December 31)	186,197	179,260	3.9
Number of Gas Meters (December 31)	199,062	192,780	3.3
Number of Telephones (December 31)*	345,253	325,122	6.2
New Passenger Cars Registered*	37,357	55,545	—30.9
New Trucks Registered*	5,418	6,747	—19.7
Number of Air Express Shipments:			
Received	92,278	86,267	7.0
Dispatched	55,655	50,849	9.5
Employment			
Employment — Total (December)*	343,895	329,265	4.4
Manufacturing Employment*	86,575	79,625	8.7
Financial Data			
Bank Clearings	\$ 22,672,478,000	\$ 21,678,567,000	4.6
Bank Debits	25,580,204,000	24,168,394,000	5.9
Bank Deposits (December 31)	2,202,580,000	2,142,320,000	2.8
Bank Resources (December 31)	2,457,461,000	2,350,197,000	4.6
Savings & Loan Association Deposits (December 31)	183,763,993	163,523,076	12.4
Building Data			
Construction Contract Awards — Total*	\$ 227,315,000	\$ 255,326,000	—11.0
Residential Building*	104,641,000	148,524,000	—29.5
Non-Residential Building*	87,076,000	82,532,000	5.4
Engineering Non-Building*	35,598,000	24,270,000	46.7
Dollar Value Building Permits	140,972,508	172,400,316	—18.2

*Includes all Dallas County. Other data except (number of telephones) cover Dallas and four island cities. Number of telephones include Duncanville, Farmers Branch, Grand Prairie, Hutchins, Mesquite and Richardson in addition to Dallas and island cities.



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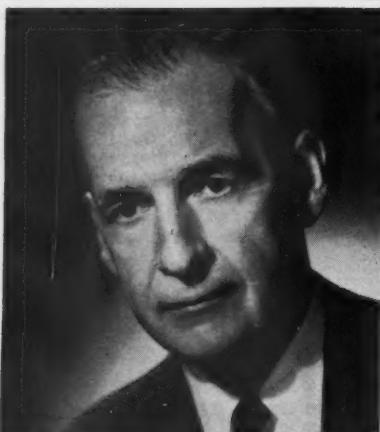
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LOS ANGELES, HOLLYWOOD, PORTLAND, ORE.

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Dallas

AVIATION



McCarthy

McCarthy Named to National Committee. C. J. McCarthy, chairman of the board, Chance Vought Aircraft, Inc., has been appointed by President Eisenhower as a member of the National Advisory Committee for Aeronautics, the government's foremost research committee in the aeronautical field.



SLICK AIRWAYS' PRESIDENT, General Robert J. Smith, (left), is presented with the Dallas Aviation Man of the Year award Plaque by Don Greaves, (center), president of the Dallas Junior Chamber of Commerce. Tom Fiedler, aviation chairman, looks on. The award is presented annually to the Dallas citizen contributing the most to the city's aviation progress.

Widely known in national and international aviation circles, Mr. McCarthy is a member of the board of governors of the Aircraft Industries Association and, in 1953, he served as president of the Institute of Aeronautical Sciences.

*
New Aircraft Company Formed. Wickfield Aviation, Inc., a new aircraft

company, has been formed in Dallas at 1511 Levee Street in the Trinity Industrial District.

The firm will be headed by H. L. Wichman, a former officer of McDonnell Aircraft Corporation of St. Louis.

Initial work for the firm is with Temco Aircraft. In addition to airframe and tool design, the company will undertake aircraft research, development and testing.

Officers and directors of the firm are Bert Fields, chairman of the board; H. L. Wichman, president; Paul F. Osborne, secretary; H. T. Manning, treasurer, and J. M. Morris, assistant treasurer.

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There is one thing you notice about successful firms. Where there are business and civic meetings, *they are always represented.*

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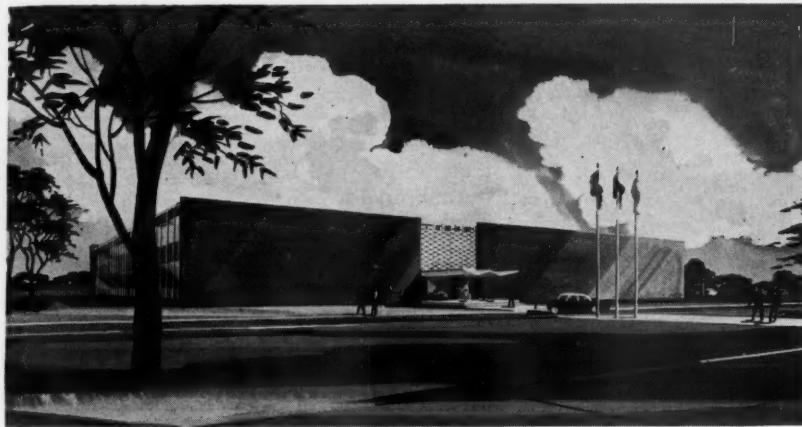
DALLAS

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S. J. HAY, President

HOME OFFICE • DALLAS

Aviation



New Temco Office Building

Temco Building New Corporate Headquarters. Temco Aircraft Corporation is proceeding with plans for a new 100,000 square foot office building to be erected at its Garland, Texas plant.

The building is scheduled for completion during the summer of 1957, and at that time, Temco will move its corporate offices, including some administrative and supporting functions, from the Grand Prairie plant to Garland.

Temco already has a 100,000 square foot engineering research and development center under construction at the Garland plant, and a large portion of its engineering department will be transferred to the new center in July, 1957.

*
Dallas Ranks Among Top U.S. Air Centers. Dallas aviation leadership in the nation and South was reaffirmed this month with the release of Civil Aeronautics Administration figures on air transportation service during 1956.

Dallas, only Texas city among the top 15 in any of the air traffic categories, ranked sixth among the nation's air-mail centers; eighth among air cargo centers and ninth among air passenger centers.

A total of 3,875.7 tons of air mail placed Dallas behind only Chicago, New York, Los Angeles, San Francisco and Washington in this category. Airlines serving Dallas reported 11,064.3 tons of air freight shipped during the year. Ahead of Dallas were New York, Chicago, Los Angeles, Detroit, San Francisco, Cleveland, and Boston. Passengers enplaning at Love Field totaled 912. Leading cities were New York, Chicago, Los Angeles, Washington, San Francisco, Miami, Detroit and Atlanta.

Dallas led all other cities in the Southwest in all three areas. New Orleans was second in the Southwest in passengers and air mail; Fort Worth, second in air cargo and third in air mail; and Houston, third in passengers enplaned and air freight.

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- R. W. Baxter, Treasurer
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Life Insurance Co.
- R. R. Gilbert
Vice-Chairman of Board
Republic National Bank
- H. N. Mallon
Chairman of Board, Dresser Industries
- Julius Schepps
President, Schepps Wholesale
- C. A. Tatum, Jr.
President, Dallas Power & Light Co.



Living in the present and looking to the future, these seven trustees of the Dallas Community Chest Trust Fund are alert to the constantly changing needs of Dallas County. Information is provided them through the Council of Social Agencies which carries on research and planning in cooperation with every group interested in welfare of the community, not just agencies of the Community Chest, of which the Council is a member.

These seven trustees are chosen by the 90-member board of the Dallas County Community Chest, your elected representatives. Men of wisdom, foresight and business judgment, their combined judgment as to the most vital needs of Dallas County can be trusted. For legal interpretation they turn to Earl A. Forsythe of Worsham, Forsythe & Riley, general counsel for the Trust. Like these seven trustees, Mr. Forsythe contributes his services.

If you want assurance that your gift to charity will keep close to reality and give the greatest benefit, you will find it in the plan of the Dallas Community Chest Trust Fund.

For further information telephone RI 1-1801 or mail this coupon to:

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NEWS SPOTLIGHT

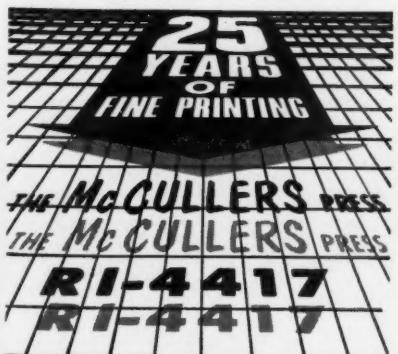


W. C. WINDSOR, JR., receives the Easterwood Cup from L. B. Jennings, chairman of the Cup selection committee.

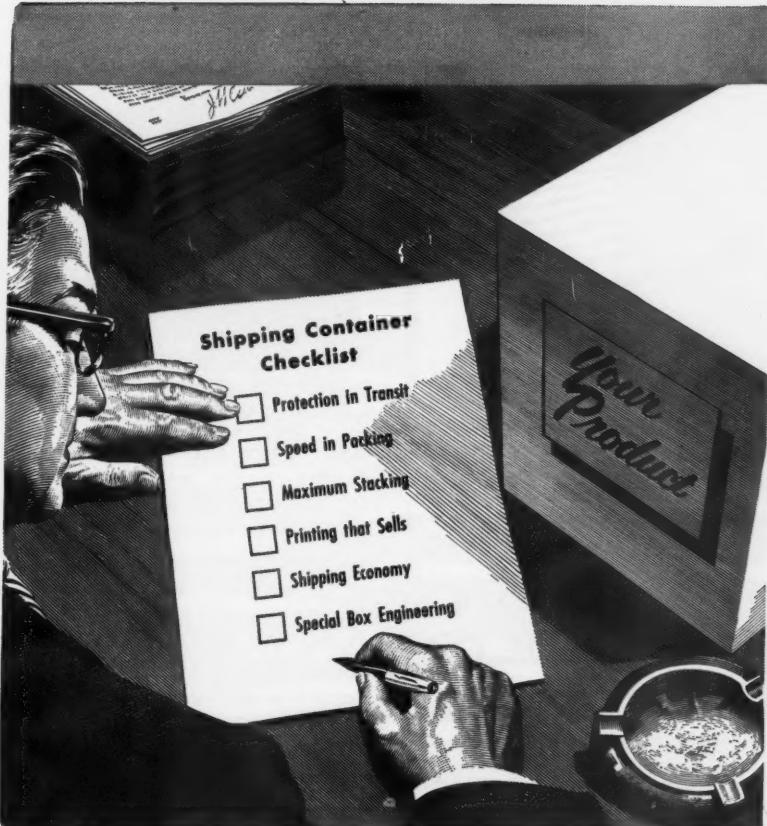
Post Carries Brook Hollow Article. Brook Hollow Industrial District in Dallas and its developer, W. C. Windsor, Jr., recently received signal recognition on two widely separated fronts.

The Saturday Evening Post, in its issue on sale February 26, carried a 3,500-word article about Brook Hollow and Mr. Windsor, and the tremendous impact they have had in the field of industrial development. Written by Neil M. Clark, the article is illustrated with photographs of Brook Hollow and its developer.

Earlier, at a meeting of the Dallas Real Estate Board at Hotel Adolphus, Mr. Windsor was named the city's outstanding realtor for 1956, and presented with the Easterwood Cup, given each January to the person selected for outstanding service to the real estate profession and the community during the preceding year.



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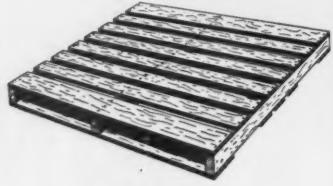
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News Spotlight—



CONGREGATION Shearith Israel has formally dedicated this new million dollar building at Walnut Hill Lane and Douglas.

New Conventions Scheduled for Dallas. Twelve new conventions have been lined up for the next five years in Dallas by the Convention Department.

In 1957 the Texas Farm Bureau Federation plans a meet for November with 1,500 attendance; National Piggly Wiggly Operators Association, August 25-27; and the Gulf Coast Chapter of the Institute of Scrap Iron and Steel late in the year.

New bookings for 1958 include the American Urological Association, South Central Section; Texas Council of Churches, Texas Federation of Cooperatives and the Petroleum Industry Electrical Association, attendance 1,100.

New conventions for 1959 are the American Road Builders Association, attendance 2,500; the American Association of Petroleum Geologists, attendance, 4,000; and Southwestern Frozen Food Distributors Association in April with attendance 500.

Already scheduled for 1961 are the American Gas Association, October 1-4, attendance 4,500; and the Southern Medical Association in November with 5,500 expected to attend.

Otto M. Spitz, Chief of the Austrian Trade Delegate in the United States will visit Dallas from March 4 through March 7, with the purpose of stimulating import and export possibilities.

The Austrian Trade Delegate is the representation in the U. S. of the Austrian Federal Chamber of Commerce to which all of Austria's trade and industry belong.

Conference or luncheon appointments with Mr. Spitz may be made by contacting Roy Jenkins, Manager of the Foreign Department at the Dallas Chamber of Commerce.



IN HONOR of his birthday and the 25th anniversary of the company he founded, C. E. Doolin, president of The Frito Company receives his portrait, gift of 1600 Frito employees, from John D. Williamson, executive vice president.

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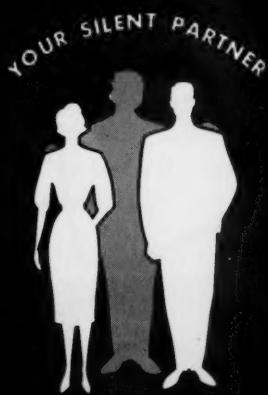
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News Spotlight



MAX CLAMPITT, right, is shown receiving from W. W. Clements a cigarette box as the Dallas Sales Executives Club named Mr. Clampitt Dallas' "Outstanding Salesman for 1956."

Clampitt Named Top Salesman. Maxwell A. Clampitt, civic leader and businessman, has been named "Distinguished Salesman of Dallas for 1956" by the Dallas Sales Executive Club.

Active for many years with the Community Chest, Mr. Clampitt also has served as a Sunday school teacher and a member of the board of stewards of the Oak Lawn Methodist Church, director of the Dallas County Red Cross, the Texas Bank & Trust Company and the Dallas Chamber of Commerce, president of the Dallas Manufacturers & Wholesalers Association, advisory board member of the Salvation Army and director of Goodwill Industries.

*

Orphans Given Christmas Party. More than two hundred boys and girls from the Buckner Orphans Home were guests of the Lido Hotel Courts, U. S. Highways 67 and 80 East at Buckner Boulevard, for a special Christmas party.

*

FBI Exhibit Featured by Everts. An unusual exhibit featuring the history and techniques of the Federal Bureau of Investigation was featured by Everts Jewelers during February. A variety of displays ranging from John Dillinger's death mask to demonstrations of modern fingerprint lifting methods drew the interest of spectators. The exhibit was prepared especially for the Everts display by the FBI.



SANGER

Sanger Heads Retail Merchants.

Eugene Kahn Sanger, president of E. M. Kahn and Company, has been named president of the Dallas Retail Merchants Association. Other one-year term officers will be T. A. Tombrello, vice president, and L. E. Langston, treasurer. New directors are N. E. Dunn, Gordon F. Cullum, John B. Dunlap and Frank E. Rigney.



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Committee Sets Highest Quota in History

"27 for '57" was the slogan adopted by the Executive Board for the 1957 Chamber Membership Committee. On January 22, the new Executive Board, comprised of the Chairman, Felix Harris of Felix Harris Company; the Associate Chairman, N. W. Ryan, Industrial National Bank; and the eight Vice-Chairmen, Jim Henderson, Great American Reserve Ins. Co.; Fritz Kuler, KRLD-TV; Jack Curtis of Dallas Association, Insurance Agents; Jim Layne; Dick B. Granger, Forrest & Cotton, Ned Meyerson, Great National Life Insurance Co.; Jack Wantland, Texas Employment Commission; and Jim Randolph, Bolanz & W. C. Miller, met and decided on a quota of 2,700 memberships for 1957. This is the largest quota ever set for a Membership Committee in the Chamber's history, surpassing the record-breaking quota of 2,400 for 1956 (final result, 2,446). The quota, broken down, obligates each of the eight sections of the Committee to produce a minimum of 230 memberships this year; the remaining 850 memberships are to come from the activity of the Committee-at-large (mostly Life Members) and the anticipated 250 "One Day Drive" workers.

At the first meeting of the Committee on January 28 it was announced that Chamber President Erik Jonsson would award the three President's Trophies to the three top sections for the year; also, the "Top Hand for the Year" trophy will again be awarded by the Chamber's Board of Directors to the Committeeman sponsoring the most memberships in 1957. Also, a new yearly prize was announced, the "Most Valuable Committeeman." The recipient of this prize would be decided by vote of the entire Committee at the end of the year. Criteria to be used in arriving at this last award are to be: (1) Production, (2) Attendance at Committee meetings, and (3) cooperation with fellow Committeemen.

The Committee got off to a fine start in January, due primarily to the efforts of Committeeman-at-large Jerome K. Crossman, who sponsored 169 memberships to make the month's total 247. 38 new Committeemen were appointed by President Jonsson as replacements on the 100-man Committee for 1957. Forty per cent of the entire group has served a minimum of three years or better. One of the Membership Committeemen, Vice-Chairman Jim Randolph, is beginning his 5th year as Vice-Chairman; and Double



EYES ON THE GOAL of 2,700 new members for the Chamber of Commerce this year, new chairman Felix Harris, seated, and associate chairman, N. W. Ryan, anticipate the most ambitious program ever set for the Membership Committee.

Life Member Jack Kutner is beginning his tenth year on the Committee.

"We are very proud of the Committee," stated Chairman Felix Harris, "especially of the number of 'old hands' who are continuing in this most responsible civic enterprise. Their help is invaluable, not only in production, but also in guidance and advice freely given to our new men. In my opinion, all the members of the Dallas Chamber of Commerce are deeply indebted to these men."

Services, Business and Personal

Peggy Abbott Secretarial Service, 310 Meadows Bldg.; Peggy Abbott (Ned Meyerson).

Jack Conway Bookkeeping and Tax Service, 2013 W. Clarendon; Jack Conway (Ken Moore).

Katz Employment Service, 1107 S. Ervay; Mrs. Aaron Katz (Erich Downs).

H & H Home Improvement Company, 5531 Dyer; Paul Holm (Jack Wantland).

Models by Joan, 2535 Cedar Springs; Joan Carson (Hank Starke).

Personnel Employment Service, 338

Rio Grande Bldg.; Mrs. Virginia Wright (Erich Downs).

Central Electric Company, 603 Singleton; R. C. Evans (Arthur H. Stern).

Lux-Aire Engineering Company, Inc., 2723 Inwood; Ervin Polishuk (Arthur H. Stern).

Wholesale and Distribution

Cogan Distributors, Inc., 173 Mercandise Mart; S. G. Cogan (Ned Meyerson).

The Selig Company of Texas, 147 Pittsburg; Henry Siegel (Jim Henderson).

Winzer Chatham Company, 5526 Dyer (Roland Swenson).

Baker Oil Tools, Inc., 1334 Fidelity Union Life Bldg.; Courtney J. Berlin (Jerome K. Crossman).

P & H Industries, Inc., Dorchester House; Larry Porterfield (Jack Wantland).

Air Associates, Inc., 3214 Love Field Drive; D. R. McCann (Admiral A. C. Olney).

Bob Bergquist Company, 2nd Unit, Santa Fe Bldg.; Bob Bergquist (Jack Wantland).

Phil Petersen, 5734 Fairway (Timothy Carroll).

Retail

Trees, Inc., 4350 W. University; Lee Burkhardt (Walter Bull).

Bennett's Office Furniture & Supply Company, 1829 Corsicana; Tom Rose (Jack Hespers).

Dallas Louver Products Corporation, 2841 W. Davis; W. R. Evans (Arthur H. Stern).

Aladdin Rental Service, 2206 Elm; Sol Wald (Arthur H. Stern).

Oates Hardware, Inc., 2338 Oates; A. L. Goad (Bill Blaydes).

Brad Jewelers, 10344 Ferguson Rd.; Brad Tuley (Jack Wantland).

Lone Star Liquor, 1008 Hall; J. R. Ray (Jack Wantland).

Insurance

American Mutual Liability Insurance Company, 901 First National Bldg.; H. T. Keenan (Jack Kutner).

W. A. Diffey, Jr., Tower Petroleum Bldg. (Jack Curtis).

Echols Insurance Agency, 4047 Beechwood Lane; Melvin Echols (Jack Curtis).

Pacific Mutual Life Insurance Company, 2515 Cedar Springs; John F. Stewart (Arthur H. Stern).

COMMITTEEMAN OF THE MONTH

Bill Conklin, 1957's first committeeman of the month, has already set a record of his own by jumping into the top spot the first month of his first year as a full member of the Lasso Club.

Bill, who is a Life Insurance salesman for Mutual of New York, also serves as committee chairman of Troop 30, Boy Scouts of America and is a Deacon of the Highland Park Presbyterian Church. There, he also acts as Superintendent of the Senior High Department.

A natural salesman, Bill has won national honors with Mutual of New York for his life insurance production. He sells life insurance, disability income, group and retirement plans and handles the funding of business interests through life insurance. He is a member of the Dallas Association of Life Underwriters.



BILL CONKLIN

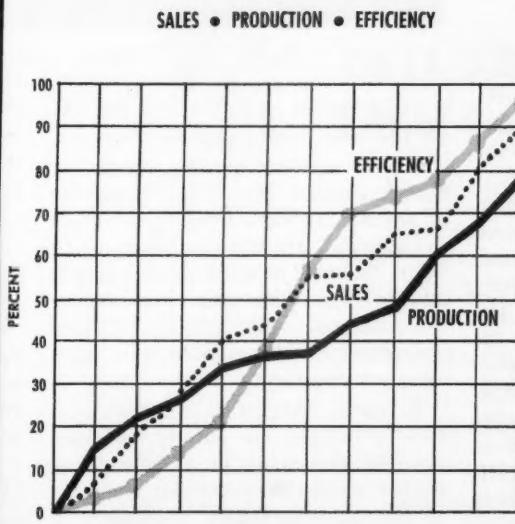
A native of the East where he attended Hamilton College in Clinton, N.Y., Bill moved to Dallas in 1948. He now lives at 3804 Normandy Ave. with his wife, Lydia, and three children, Catherine, John and "Lili."

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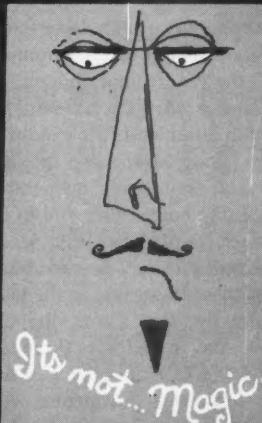
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Mary Callaway

by Jim Stephenson

THREE loves has Kentucky-born Mary W. Callaway—a Texan named Marshall, a billion-dollar life insurance company called Southland Life and an award-winning monthly house organ known as *The Southlander*.

Mary is Marshall Callaway's wife, Southland Life's public relations lady and goodwill envoy extraordinary and *The Southlander's* editor-in-chief.

Mrs. Callaway is fond, also, of the Dallas Industrial Editors Association. And gardening. Of the latter, however, she says:

"About all I usually have to show for it is a good suntan in the summertime."

All the year 'round, though, Mary each year since 1949 has done an exceptional job with Southland Life's industrial publication, *The Southlander*, reporting accurately and thoroughly on company activities, in the home office and in the field.

So exceptional has been Mary's job, in fact, that *The Southlander* has taken no fewer than 25 awards in the last six years—from the Red Cross, the Community Chest, the Freedoms Foundation, The Score, the Life Insurers Conference, the Life Insurance Advertisers Association, the International Council of Industrial Editors and DSEA. The latter chose her editor of the year for 1956 and presented her with an award of excellence. The ICIE last year handed Mary's beloved *Southlander* a certificate of Merit "in recognition of exceptional accomplishment in achievement of purpose, excellence of editorial content and effectiveness of design."

Top Editor Callaway grew up in the small town of Smithland, Kentucky; finished high school there; attended Western Kentucky State College at Bowling Green; then taught school for a year in a rural community nearby. Bowling Green Business University followed, and she worked in a tea room to help defray expenses.



MARY CALLAWAY

It was in the tea room, she says, that she got her basic training in public relations.

Almost accidentally, she began her business career as a "temporary" employee of Jefferson Standard Life's branch office in Louisville. This affiliation lasted for 15 years, during 12 of which she was branch office cashier. While with that company she completed a life insurance training course and earned a certificate in life office agency management.

In March, 1942, Mary joined Standard Life of Indiana, but only briefly. Soon came the opportunity to see Texas. With the half-secret aim of returning eventually to her native Kentucky, she moved to Dallas and Reserve Loan Life, later to be acquired by Southland. She was assigned, right off, to "do" the "Hour Glass" (fore-runner of *The Southlander*).

Four years later she had married the Texan ("and the state!") and by that time she was wrapped up in the journalistic end of life insurance and thoroughly enjoying the experience and life in general. Goodby, Kentucky!

Mary's love for Dallas and Texas now

is as strong as a native's. And, naturally, she thinks the greatest building project in Dallas history is the \$25,000,000 Southland Center, first vertical steel of which reached for the sky last month.

Mary says her association with other industrial editors has been invaluable.

"Our prestige is increasing," she noted. "We obtain qualified speakers for our meetings, exchange ideas and improve our techniques right along. I have learned a lot of the tricks of the trade at our sessions."

She called attention to the Southern Methodist University short course for industrial editors that started Feb. 9 and will last till May. Classes run from 9:30 a.m. till 12 noon on eight alternate Saturdays.

Subjects like makeup, expressive writing, production, pictures, work planning and work simplification will be discussed by experts, Mary said.

Mary's husband, Marshall, is an auditor for Everts Drilling Company of Dallas. They live at 6122 Aberdeen in North Dallas.

Dallas

CHAMBER NEWS

Seminar for Store Management Scheduled

The American Fashion Association will sponsor its third annual Seminar for Retail Management Tuesday and Wednesday, March 19 and 20, at the Adolphus Hotel.

R. L. Thornton Jr., vice president, Mercantile National Bank of Dallas, will open the sessions with the keynote address, "The Economic Outlook for 1957 and Its Effect On Retail Sales."

The problem of controls will be analyzed at the Tuesday morning session by Robert M. Jeffrey, Assistant Controller in charge of accounting at Neiman-Marcus, who will discuss "Budget Control"; H. G. Burlew, expense controller and director of expense budgets at A. Harris & Co., "Stock Control"; and Robert E. Glaze, controller of The Fair, Fort Worth, "Unit Control."

Since credit ratings go hand in hand with controls, James H. Logan, Regional Reporting manager for Dun and Bradstreet, will show how his firm evaluates a store for credit worthiness.

At the buffet supper Tuesday, O. A. Terry, president, Terry-Farris, Inc., McAllen, Texas, will speak on "Old Fashioned Selling In a New Fashioned World."

At the Wednesday morning session, Robert C. Lockhart, co-owner, Bonham Style Shop, Bonham, Texas, will speak on "Labor Unions — In Your Store and In Your Town." W. O. Gray, owner of Gray's in Enid, Oklahoma, will lead discussion on "Personnel Training and Employee Benefits." "Store Housekeeping As an Employee Morale Factor" will be introduced by James L. Gordon, co-owner of Gordon's Style Shop, Amarillo, Texas.

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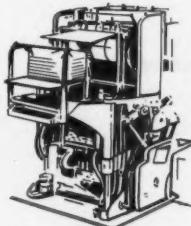
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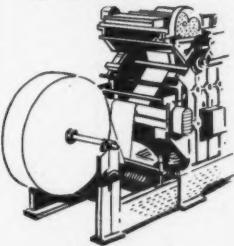
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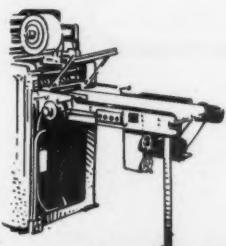
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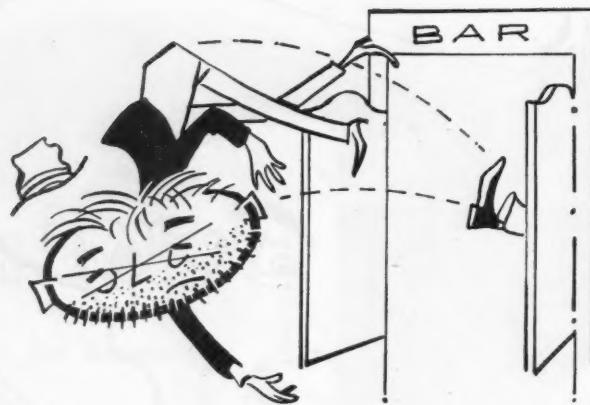
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Dallas

SHOWS

Dallas, Texas is currently the site of two new and exciting "firsts". The First Annual Southwest Boat Show which is also first public showing in the new \$8,000,000 Dallas Municipal Auditorium.

Continuing through March 3, the Southwest Boat Show is being sponsored by The North Texas Marine Trade Association and the Dallas Times Herald.

The spectacular growth of boating in the Southwest is quite in keeping with the national growth statistics. The figures are slightly staggering. For example: In 1955 more than 5½ million pleasure craft of all types and sizes . . . from small 6 ft. to 70 ft. cruisers . . . were operated on Coastal and Inland waters throughout the U. S. A total of 25,000,000 persons were active in the operation of recreational boats in 1956. This figure represents about 15% of the total population of the country and an estimated dollar volume spent at the retail level, of \$1,100,000,000.

These figures indicate a 10% overall increase in boating interests for the year 1955. It is expected that the years of 1956 and 1957 will show an even greater increase.

In the face of these indications, the Southwest Boat Show was planned and prepared, in order that the boating enthusiasts of the general public would have a first hand opportunity to see the latest innovations of the Boating Industry.

Representatives of every phase of the Industry are displaying their merchandise before the public—for the very first time in the new "Showroom of the Southwest"—the \$8,000,000 Dallas Municipal Auditorium. The unique circular shape of the new building gives every exhibitor the advantage of a choice position in the show. There will be no hidden corners or behind the partition spaces at this show. The viewing public will be exposed equally to all exhibitors.

The United States Navy will display the very latest "Surface Craft" innovations, in various stages of development, at the Southwest Boat Show.

The Southwest Boat show is planned as an annual event.

*

Dallas again will boast one of the outstanding events of its kind in the nation when the ninth annual Southwest Sports,

Shows

Boat and Vacation Show is presented here March 22 through 31.

Rated as one of America's top five sports shows, the ten-day extravaganza is sponsored as a public service by the Dallas Morning News and WFAA radio and television stations.

More than 150,000 people are expected to visit the 1957 show, which has become established as one of the city's most potent crowd-pulling attractions. Since it was inaugurated in 1949, the Dallas News show has attracted a total of well over one million visitors to the huge Automobile Building at State Fair Park.

This year, the show has received unusual national recognition. It has been endorsed by the National Association of Travel Organizations, semi-official voice of the American travel industry. This coveted endorsement has been extended only to three other shows in the country—those at New York, Chicago and Des Moines.

The sports show features daily entertainment in a 90-minute stage-and-pool performance and a galaxy of exhibits of outdoor sports equipment and vacation attractions.

In addition to the big stage with its adjacent tank, the two acres of floor space in the mammoth Automobile Building will be jam-packed with more than 150 exhibits.

They will include the latest model boats and outboard motors, displays of fishing tackle and hunting and camping gear of major national manufacturers. Help in vacation-planning will be offered by representatives of resort and holiday regions and travel experts.

The states of Minnesota, Wyoming, Colorado, Nevada, Missouri, and New Mexico all will have representatives on hand, as will the Pacific Northwest Travel Association which includes the states of Washington, Oregon, Idaho and Montana and the Canadian province of British Columbia. In addition, resorts ranging from Florida to Alaska to Mexico will have exhibits, along with numerous points in Texas, of course.

Visitors will be able to fish for Rainbow trout in a casting pool set up in the Automobile Building.

Talent for the dazzling stage revue will include a number of acts who have recently appeared on Ed Sullivan's television show and other major TV variety shows.

As in the past, all net proceeds of the sports show will be donated by The News to acquire animals for Marsalis Park Zoo.

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Clubs and Associations



BOCK

Bock Named General Contractors Head. George Bock, head of the Bock Construction Company, has been elected president of the Dallas Chapter of the Associated General Contractors of America, Inc., for the year 1957.

Other officers named were Shannon Miller, vice-president, and J. W. Bateson, secretary-treasurer. George O'Rourke, Sr., and W. R. Benson were elected as directors to serve three-year terms; J. P. Green and Floyd K. Buckner were named directors for one-year terms.

Hannay Heads Cotton Men. The Dallas Cotton Shippers Association has elected J. F. W. Hannay as president and Harold Sternberg as vice-president at the organization's 29th annual meeting in the cotton exchange directors' room.

Mr. Hannay is president of Hannay Brothers, a longtime cotton exporting firm with offices in the Dallas Cotton Exchange Building.

Mr. Sternberg is president of Sternberg-Martin & Company.

The association named H. E. Vaughan, the retiring president, as director ex-officio. Other directors re-elected include A. Starke Taylor, Jr. and R. W. Williamson.

J. S. Oldenburg, past president of the Dallas Cotton Exchange, was elected as a new director.

*

Insurance Management Group Elects Morris as Head. D. C. Morris has been elected president of the Dallas-Fort Worth chapter of the American Society of Insurance Management.

Mr. Morris also was named a director for 1957 for the society. An employee of Chance Vought Aircraft Corporation, he served as vice-president of the Dallas-Fort Worth chapter during 1956.

Other officers are Ed Reddington of Dresser Industries, vice-president; Harold Palmer of Frito Company, secretary; and Anita Johnson of Murray Company, treasurer.



ZURLIS

Budgeting Society Names Zurlis as Head. Lou Zurlis, controller of the Johnson and Johnson plant in Dallas, has been elected president of the Dallas chapter, National Society for Business Budgeting.



MARTIN

Martin Heads New Construction Institute. Henry T. J. Martin has been named president of the new Dallas Chapter, Construction Specifications Institute. Other officers are: Grayson Gill, vice president; Walter Roath, secretary-treasurer; and Thomas Broad, Terrell Harper and Bill Dunne, first, second and third directors.

As the eleventh U. S. chapter formed, the new organization will promote improved specification practices in construction and allied industries and will serve as an information and research agency in the study of all problems and aspects of specification writing.

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Clubs and Associations



GREEN

Green to Head Construction Employers' Group. J. P. Green, Dallas general contractor, will head the Dallas County Construction Employers' Association, Inc., for the year 1957.

The officers elected to serve with Mr. Green included Claude Beard, Sr., vice-president; C. E. Terry, secretary-treasurer, and the following directors: Paul A. Woods, R. H. Frazier, Robert Sedwick, John Desco and Lawrence F. Moore.

Robertson Named Patent Group President. W. R. Robertson, 631 South Manus Drive, has been elected president of the newly-organized Dallas-Fort Worth Patent Association.

Other officers named were J. D. Chestnut, vice-president; D. C. Richards, secretary, and W. F. Hyer, treasurer.

The association will serve as a medium of exchange for technical information for patent attorneys and agents in the patent, trade mark and copyright field.

*

Mortgage Men Install Frey as Head. Jerry B. Frey, Jr., a partner in the Brown-Frey Mortgage Company, has been installed as president of the Dallas Mortgage Bankers Association.

Membership of the Dallas chapter is composed of about 70 firms and individuals of the mortgage financing industry.

Other officers include Carl S. Davis, vice-president, and John E. Driscoll, Jr., secretary-treasurer. Mr. Davis is vice-president of the Dallas office of J. E. Foster & Son, Inc., and Mr. Driscoll is associated with the Guillot Mortgage Company.



SHEPPARD

Motor Court Group Elects Sheppard.

The Dallas Motor Court Association has elected Al Sheppard, manager of the Four Winds Motel here, as its new president.

Other new officers include Walter Lott, Dallas Motel, vice-president; Bill Cage, Grande Lodge, secretary, and Le Roy Smith, Rest-a-Day Motel, treasurer.

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Clubs and Associations—



SMITH

Machine Accountants Group Gets Charter. The newly-organized Dallas chapter of the National Machine Accountants Association has received its official charter from national headquarters.

Officers of the chapter are Robert D. Smith, Republic National Bank, president; Tom Hall, Lone Star Boat Company, vice-president; Jimmy Fee, Morris Stores, secretary, and Ted Simes, Murray Investment Company, treasurer.

Bethancourt Elected Mining Group Chairman. The American Institute of Mining Metallurgical & Petroleum Engineers has elected Raoul Bethancourt as 1957 chairman of its Dallas section. Mr. Bethancourt is division petroleum engineer at Sun Oil Company.

Other officers elected were Allen Gibson of Magnolia Petroleum Company as first vice-chairman; Norman Clark of Core Laboratories as second vice-chairman; Joe Gordon of Three States Natural Gas Company as treasurer, and Fred Oliver of DeGolyer & MacNaughton as secretary.

*

Dick Granger Named to Engineers' Committee. The Dallas branch of the American Society of Civil Engineers has appointed Dick B. Granger to its public relations committee.

New officers of the branch recently have been elected. They include James R. Padgett, president; W. Llewellyn Powell, vice-president; Harvey E. Bradshaw, secretary-treasurer, and J. D. Fowler, director.

Mr. Padgett is a civil engineer in the power plant division of the Dallas Power & Light Company.



LEFFINGWELL

TUBBS

Traffic Groups Elect Tubbs. Kenneth P. Tubbs, manager of the transportation department, Dallas Chamber of Commerce, has been elected secretary-treasurer of the Texas and Southwestern Industrial Traffic Leagues. Dallas attorney, Frank A. Leffingwell, has been named General Counsel for the Leagues.

The Texas Industrial Traffic League was organized in 1916 and has functioned continuously since that time in dealing with traffic and transportation matters statewide in scope. Its membership is comprised of Texas industries and commercial organizations.

The Southwestern League was organized in 1917 to operate in a similar manner on a regional basis for the states of Arkansas, Louisiana, Oklahoma and Texas.

*

Browne Named Concrete Products Group Head. The Texas Concrete Association has elected Nolan Browne of Dallas as its president.

Mr. Browne is president of Nolan Browne Company of Dallas.

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Clubs and Associations



SMITH

Tax Executives Elect Smith. Bryan F. Smith, secretary-treasurer of Texas Instruments Incorporated, has been elected regional vice-president of the Tax Executives Institute.



SHELTON

Bankers Group Appoints Shelton Committee Member. Lockett Shelton, vice-president in charge of the bond department of the Republic National Bank of Dallas, has been appointed a member of the Municipal Securities Committee of the Investment Bankers Association of America for 1957.

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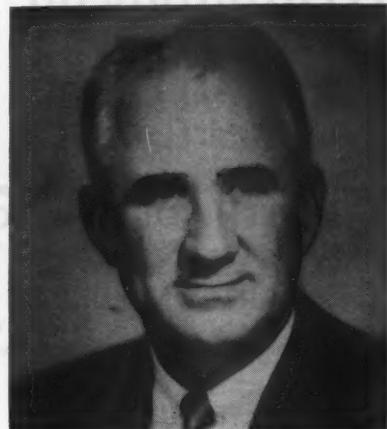
Credit Group Elects Officers. John W. Stovall, Republic National Bank, has been elected president of the Dallas Retail Credit Managers' Association.

Other officers named include William F. Cofer, Jr., Neiman-Marcus, first vice-president; Cliff Moore, Dallas Morning News, second vice-president; Thayer L. McDaniel, Cabell's, Inc., treasurer; J. E. R. Chilton, III, Merchants Retail Credit Association, secretary; and Mrs. Chellie Sue Bernard, also of the Merchants Retail Credit Association, assistant secretary.

*

Fashion Group Elects Lorch. Lester P. Lorch, president of Lorch Manufacturing Company and Westway Sportswear, has been re-elected to a third term as president of the Dallas Fashion Center.

Other officers of the center are Allen Gold, vice-president; Herbert Wincorn, treasurer, and Mrs. Clyda A. Johnson, managing director.



PRATT

Pratt Elected to Engineers Board. The National Society of Professional Engineers has elected John L. Pratt to its board of directors.

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BANKING and FINANCE



MANGRUM

Mangrum Named Hillcrest State Bank Director. Shareholders of Hillcrest State Bank of University Park have raised the number of directors from sixteen to seventeen and elected John E. Mangrum to fill this position.

Mr. Mangrum is a native of Dallas and a graduate of the University of Texas. He is presently vice-president and treasurer of Southland Life Insurance Company.

*

Bank Names Brodnax Vice-President. Harry Brodnax, president of the Universal Life and Accident Insurance Company, has been elected vice-president of the National Bank of Commerce.



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Banking and Finance



RAMBIN

Municipal Securities Names Rambin Sales Manager. James C. Rambin has been appointed manager of the sales department of Municipal Securities Company, Dallas investment bankers.

In his new post, Mr. Rambin will direct the retail sales program of the company from its Dallas office at 600 First National Bank Building.

Florence Named Clearing House Head. Fred F. Florence, chairman of the executive committee and chief executive officer of the Republic National Bank of Dallas, has been elected president of the Dallas Clearing House Association for 1957.

W. W. Overton Jr., chairman of the board of the Texas Bank & Trust Company, was named the Association's vice-president.

*

Greenville Avenue Bank Promotes Waring.

Greenville Avenue State Bank has promoted Roy F. Waring from assistant cashier to assistant cashier and auditor.

*

Storey Elected Bank Director.

Charles P. Storey, partner in the law firm of Storey, Armstrong and Steger, has been elected to the board of directors of the Lakewood State Bank.

At a recent meeting of stockholders, all of the bank's officers were re-elected for the ensuing year.



INGLE

Oak Cliff Savings Promotes Ingle.

Oak Cliff Savings and Loan Association has appointed John L. Ingle vice-president in addition to his present post as secretary-treasurer of the institution.

Mr. Ingle also is a director of Oak Cliff Savings.

Do they look forward to your ANNUAL REPORT?

Probably, because the items at the end of the Statement are of some interest to Shareholders. But they'll read *more* of your message, understand *more* of your facts and figures, appreciate *more* what you are trying to do and think *more* of you and the company if your report is presented in modern, attractive art techniques. A quick look at FORTUNE or a few of our samples will show you what we mean.

We suggest you look at our samples as FORTUNE, thank goodness, is not a competitor of ours for your annual report. Call **Crabtree Studios/Dallas** RIverside 7-4406.

P.S. You don't have to wait until you get your figures to start your annual report. Call us early! and avoid killing your artists.

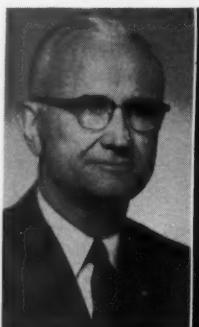


BUSINESS PROPERTY

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Visit our Mass Marketing show room for all gift needs.

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JANITOR SERVICE**WINDOW CLEANING****RESIDENCE****ACME BUILDING MAINTENANCE CO.**

1901-15 LAWS STREET

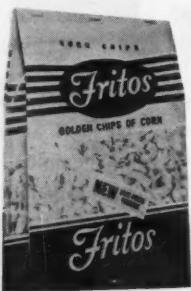
FRANK C. JONES

PHONE RI 2-7660

SAND BLASTING

STEAM CLEANING

SIDEWALK WASHING



Investigate now! The terrific impact of dynamic displays by Tommy Tucker. Call, write, or wire Tommy Tucker Plastics, 129 Leslie St., Dallas.
Phone Riverside 8-4796



Tommy TUCKER PLASTICS

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**DALLAS' WESTERN WELCOME
RANCH PARTIES***The Perfect Rural Spot for
Employee and Company Parties***WINTER****AND****SUMMER****TO CONVENTION GUESTS****SPECIAL
RODEO Performance**

Less than an hour's driving time from the heart of downtown Dallas.

Over 20,000 Happy Guests Western Atmosphere, Good Food, Custom Barbecues from our own kitchen. New 2,000-foot banquet hall... Evening Dinner and Dancing, Spacious Grounds, Riding and Sports, Swimming Pool

**THE LAZY
S F
DUDE RANCH**
AUSTIN BRAND
SINCE 1830

THE "STEPHEN F" DUDE RANCH
GRAPEVINE, TEXASFor Reservations Call
DR. AND MRS. FRANK H. AUSTIN

DALLAS: EM 8-3685 Grapevine: Butler 9-2142

Banking and Finance

Republic National Bank Elects Florence and Aston. Fred F. Florence, president of the Republic National Bank of Dallas, has been elected to the position of chairman of the executive committee and chief executive officer of the bank.

James W. Aston, executive vice-president, has been advanced to president and also elected to the board of directors of the bank.

Mr. Florence began his banking career in 1907, and became associated with the Republic National Bank in 1920, only three months after it was opened for business. He was elected president in January, 1929.

Mr. Aston, the new president of the Republic, is a native of Farmersville, Texas. He attended Texas A&M College, where he was an honor graduate, with a B.S. degree in civil engineering. He was elected city manager of Dallas in 1939.

Advanced from assistant cashiers to assistant vice-presidents were Leo A. Chamberlin, Rex D. Johnson, George M.



FLORENCE

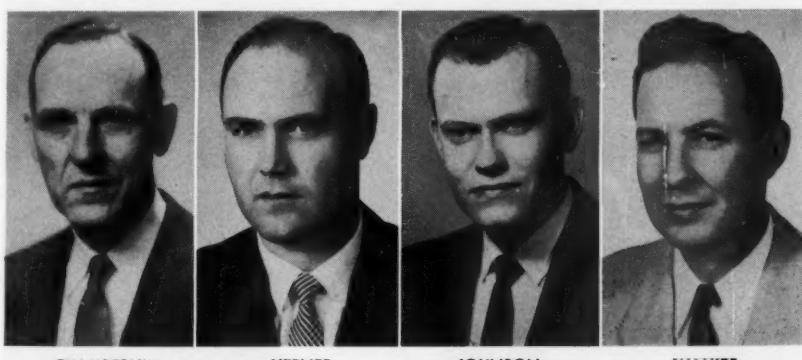
ASTON

Verner, and Ben Walker.

In other promotions, Norval W. Payne, assistant trust officer, was advanced to trust officer and assistant cashier, and M. K. Winborn was advanced from assistant trust officer to trust officer.

Named assistant cashiers were Vincent E. Thompson and Willard L. Fitzgerald, Jr.

William Guy Osborn and O. J. Bates were named assistant trust officers.



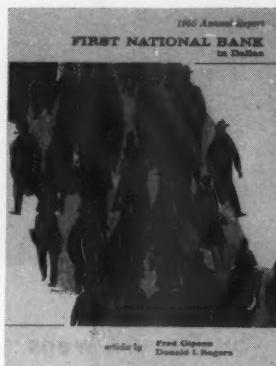
CHAMBERLIN

VERNER

JOHNSON

WALKER

LEO A. CHAMBERLIN, Rex D. Johnson, George M. Verner, and Ben A. Walker — promoted from assistant cashiers to assistant vice-presidents of the Republic National Bank of Dallas.



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experienced care of
Scott typesetters
evident on every
page. Ask your
designer, printer
or agency to send
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MATERIAL HANDLING EQUIPMENT- RENTING



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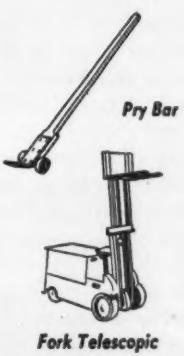
• TRAILERS-INDUSTRIAL
Caster Type



• CONVEYORS
Gravity Roller



• HOISTS



Fork Telescopic



• JACKS
Pry Bar



• ELEVATORS
Portable



RI 8-4444

Young Men Going Places

Neal Hall

by Elery Owens

ALITTLE over 12 years ago, slender Neal Hall was a youngster barely in his twenties—at the controls of a chunky, P-47 Thunderbolt.

Since last July, this ex-Air Force pilot has been in a job almost as far-ranging as some of the fighter sweeps that used to send him against German forces in Europe.

At 33, Neal Hall is advertising director of one of the nation's biggest gas companies—Lone Star Gas.

There's perhaps little similarity between being a fighter pilot and a young executive, except this: Both entail a lot of challenge.

As advertising director, Neal is responsible for the annual advertising budget of nearly one million dollars that Lone Star spends in the wide area of North Texas and Southern Oklahoma which it serves.

And it's his job to make certain this advertising is placed with 250 newspapers, 75 radio stations and 11 television stations in the form and manner that it will prove most effective.

This is in addition to direct mail advertising and promotion at home and trade shows. Lone Star's advertising staff of 12 also plans the company's exhibit at the Texas State Fair, as well as providing display materials for 110 offices in the Lone Star Gas area.

It's a big job; one that Neal Hall grew into with Lone Star. He has worked for only one other company since leaving school—a brief period as an ad salesman on the Dallas Morning News.

With 33 combat missions behind him, Neal had returned to the University of Texas and graduated in 1948, with a major in journalism and a minor in advertising.

After leaving the News, he joined Lone Star Gas as a copywriter and has been with the company for more than eight years.



NEAL HALL

—Gittings

There was one interruption. In 1953, Lone Star loaned him to the American Gas Association—and he served in New York as AGA's promotion manager.

Back in Dallas after the leave-of-absence, Neal was made Lone Star's advertising supervisor in 1954.

His New York experience provided him with a lot of valuable background. It also convinced this native of Burkburnett of something else—that he'd rather live in Dallas than in New York.

Says Neal, "I found that they don't know any more up there than we do. The reason they talk so much louder and faster is to make themselves heard against all the noise."

He apparently believes that what might be called the soft-spoken or indirect approach works best in other things as well.

Most of Lone Star's advertising is designed to promote, not the company itself, but the advantages of gas appliances and the advantages of natural gas itself as a fuel.

There's no doubt that the gas industry and hundreds of dealers have benefited from this young advertising man's drive and talent. But so has Dallas.

Neal Hall has been active in civic campaigns—in the Community Chest and the Red Cross. Last year, he was chairman of the radio committee of the Community Chest.

Both Dallas and the gas industry can be thankful that Neal Hall climbed out from behind the gunsight of a World War II fighter and devoted himself to scoring direct hits in another field—advertising.

OFFICE FURNITURE • FILING EQUIPMENT • OFFICE SUPPLIES



P. O. BOX 10385 1708 N. INDUSTRIAL BLVD., DALLAS 7, TEXAS
TELEPHONE 818-2174

February 4, 1957

Mr. J. B. Lowe, President,
Texas Distributors, Inc.
3914 Live Oak Street
Dallas, Texas

Dear Mr. Lowe:

The twenty tons of General Electric air conditioning that you engineered and installed provides a year around air conditioned climate in Industrial Office Supply's new plant at North Industrial Boulevard at Oak Lawn.

This modern equipment has resulted in improved comfort for our store customers, while our employees work with increased efficiency. Our office furniture and supply displays are more attractive because air conditioning keeps the merchandise free from dust and dirt.

The installation was completed in a very efficient manner. We want to thank you for your cooperation in seeing that the installation was finished to our complete satisfaction.

You have an installation at Industrial Office Supply of which you may be justly proud.

Sincerely yours,

INDUSTRIAL OFFICE SUPPLY

Lloyd Birdwell
Lloyd Birdwell.



another of the many Dallas firms that have

preferred and chosen G.E. Packaged air-conditioning equipment and the experienced engineering, installation and maintenance services of



TEXAS
DISTRIBUTORS, INC.

3914 LIVE OAK STREET, DALLAS, TEXAS

Taylor 8-2194

Dallas

NEW and EXPANDING BUSINESS

► Erie Distributing Company of Texas, wholesale distributors of phonograph records, has opened a building at 1630 Irving Boulevard in the Trinity Industrial District. The buff brick building, owned by C. H. Drexel, has air-conditioned offices and warehouse facilities served by truck docks. This is a new company for Dallas. The parent firm is Erie Distributing Company of San Francisco. The Dallas firm will serve all of North Texas. John Rogers is the local general manager.

*

► Texas Welding Supply Company has moved into a just-completed office and warehouse building at 1820 Irving Boulevard in the Trinity Industrial District. The company owns the white brick building which has air-conditioned offices and warehouse space served by truck docks. Off-street parking is provided. The general contractor was Williams and Wagner Construction Company. Charles E. Graves, Sr., is the owner of Texas Welding Supply.



Kirsch Company Moves to Larger Quarters

The Kirsch Company of Sturgis, Michigan, manufacturers of drapery hardware, has moved its Dallas headquarters to 1532 Edison Street in the Trinity Industrial District. Kirsch Company owns the 17,000-square-foot brick building, which includes air-conditioned offices, warehouse facilities served by trackage and truck docks, and parking space. Former quarters were at 103 Pittsburgh Street. E. E. Landell is Dallas division manager.

► Ling Industries, Inc., Dallas, has extended its expansion program, particularly in the field of electronics, with the purchase of Electronic Wire & Cable Company, Los Angeles. The new company will be a wholly-owned subsidiary of Ling Electronics, Inc. The purchase of the West Coast property brings to six the number of companies affiliated with Ling Industries, Inc., the parent organization.

► Collins Radio Company has moved its Texas division administrative and sales offices from 1930 Hi-Line Drive in the Trinity Industrial District to the new Insurance Center Building at 1900 North Akard, where 9,065 square feet of space on the ground floor south wing have been leased. Approximately 70 members of the firm's Dallas staff of more than 2,000 are affected by the move.

WHAT IS DIRECT MAIL... REALLY?



It is a supplemental sales force that beats the bushes and makes the cold calls for your regular salesmen. It should represent your organization and the way it does business. If you demand aggressive, poised, personable salesmen then you should insist on the same calibre of printed sales personnel. ♀ If you expect to grow and prosper in business you must offer an honest product and service, your sales message should tell your story as simply and honestly as possible and the quality of your product should be reflected in the quality of your sales force... printed or personal. ♀ We have had some success in producing high quality direct mail for customers we have had a small part in helping to grow. May we assist you, too?

THE DORSEY COMPANY

PRINTERS • STATIONERS • LITHOGRAPHERS • OFFICE FURNITURE

DALLAS, TEXAS

New and Expanding Business—

► McGraw-Hill Publishing Company has expanded its editorial and sales offices in Dallas in conjunction with its office move from the Adolphus Tower Building to the Vaughn Building. Included in the editorial expansion are a Dallas News Bureau which will cover stories in the Southwest for all of the McGraw-Hill publications with concentration on the petroleum magazines, and a Southwest editor for "Aviation Week" magazine. Kemp Anderson, Jr., formerly of the Dallas Times Herald, will direct the News Bureau, while Craig Lewis, formerly with the Washington bureau of "Aviation Week," will be Southwest editor for the aviation magazine. Fred Greene, Southwest editor for "Electrical Merchandising" magazine, also will have offices in the new setup. E. E. Schirmer of Los Angeles will be in the advertising sales department in Dallas.

*

► Direct Mail Advertisers Inc. announces the opening of its Dallas offices. Located at 1408 Marilla St. the firm offers printing and mimeographing. D.M.A.'s president is Jerry Gagnon, and vice-president for production is Shelby Fly.

*

► Public Savings Life Insurance Company has expanded its industrial department into Texas with the opening of Dallas district offices at 505 North Ervay Street. The move into Dallas is part of an overall expansion program that has seen Public Savings establish six new district offices within the past year. The new Dallas district manager is W. E. Rougeou.

*

► F. W. Woolworth Company will be among the firms with large stores in the 50-acre, mall-type Lochwood Village Shopping Center that will be opened this spring at Garland Road and Jupiter in Northeast Dallas. The Lochwood Village Woolworth store will encompass a total of 17,520 square feet, including 12,000 square feet of sales area on the mall level of the shopping center.

APPRAISALS



Over 20 years of successful
REAL ESTATE
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AS MEMBERS OF the Public Relations Society of America, we share a responsibility for the good character and reputation of the public relations profession. Therefore we pledge ourselves to make a sincere effort to adhere to the following principles and standards of practice:

1

We will keep our objectives in full accord with the public welfare as well as the interests of our clients or employers.

2

We will be guided in all our activities by the standards of accuracy, truth, and good taste.

3

We will safeguard the confidence of both present and former clients or employers.

4

We will not engage in any activity in which we are directly or indirectly in competition with a present client or employer without the full knowledge and consent of all concerned.

5

We will cooperate with fellow practitioners in curbing malpractice.

6

We will support efforts designed to further the technical proficiency of the profession and encourage the establishment of adequate training and education for the practice of public relations.

To the extent that we live up to these principles and standards of practice, we will be meeting our responsibilities for making the profession in which we are engaged worthy of continued public confidence.

More than any other single force, the Public Relations Society of America has helped to make public relations a profession. These are the standards under which its members are pledged to practice.

THE CAIN ORGANIZATION, INC.

Public Relations

3906 LEMMON AVENUE • DALLAS 19, TEXAS

Lakeside 6-8751

New and Expanding Business

► Bruton Terrace Addition, a 470-acre planned community located south of Bruton Road just east of Buckner Boulevard, will open another section for construction of one-family residences during the first quarter of 1957. George O. Yamini, developer of Bruton Terrace, also has announced plans to make a limited number of duplex lots available to builders along Huttig Street in the Addition. The duplex lots will face the new W. W. Samuell High School.

*

► Kraft Foods Company's new Southern division at Garland has been formed by the consolidation of two division offices — Kraft's former Southwestern division at Garland and the Southeastern division at Atlanta, Georgia. The consolidation, made to facilitate company operations, will effect only administrative functions, and not manufacturing or sales activities. Julian V. Jones, formerly vice-president and general manager of the Southwestern division, has been named to the same post in the new Southern division. O. E. Swain has been named vice-president and associate general manager of the consolidated division.



Blue Bear Motel Completed

The Blue Bear Motel, new 28-room motor court, has opened at 3307 Harry Hines Boulevard, within three minutes driving time to downtown Dallas. Facilities include a swimming pool, 24-hour coffee shop, central heat and air conditioning. Clifford Hanson was architect; Universal Home Builders, Inc., contractor. N. L. Reader is manager.

► Midas Muffler Shop has been opened at 2815 Main Street by J. W. Harrell. In opening his shop, Mr. Harrell became the nation's one hundred and second Midas Muffler dealer, and the first in Dallas.

*

► Oil and Gas Property Management, Inc., has occupied new offices in the Vaughn Building. Lease negotiations were by Jay Green, Henry S. Miller Company.

► Circle T Meat Company has announced plans for a large-scale expansion during 1957. The program will include expansion of distribution facilities, introduction of new products, development of new cartons and enlargement of the company's plant at 2828 North Haskell. Charles E. Combs is newly-appointed general manager of the pioneer Dallas frozen meat firm.

... the EASY way
to move your office ...



Moving your office across town, across Texas or across the nation? Call Mayflower for a free estimate. No obligation at all.

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RI 1-6515

also ask about our crating service... export packing... storage of business files at amazingly low cost

MOVING • PACKING • STORING

New and Expanding Business

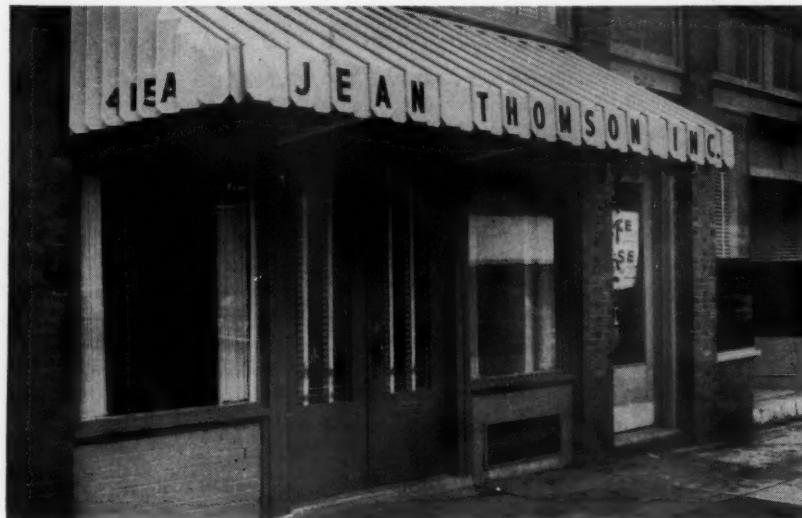


New Home of Pi-Do Corporation

The Pi-Do Corporation, maker of a prepared pie crust mix, has moved into a new 12,000 square-foot brick building at 8701 Sovereign Row in Brook Hollow Industrial District. The modern structure, served by Rock Island trackage, has an all-glass entrance and was built by Charles P. Freeman. Purchase negotiations were handled by Dick Parker and Hank Dickerson of Majors & Majors, realtors. Former location of the Pi-Do Corporation was at 808 Slocum.

► Ling Industries, Inc. is the new name of Ling Electric, Inc., nine-year-old Dallas-headquartered firm. Within the past year the company has become so diversified in its operations that it is no longer solely an electrical contracting concern. Re-elected as officers of Ling Industries, Inc. were James J. Ling, president; Thomas A. O'Dwyer, executive vice-president; Luther D. Oliver, Charles A. Ling, vice-presidents; and Jerry B. Stephens, secretary-treasurer.

► North American Van Lines, Inc., zone headquarters, 106 North Haskell, has set up a new Dallas sales office. Working out of the office are sales representatives Eugene Hunter and James H. Bennett. Mr. Hunter, a native Texan with a B.A. degree from Southern Methodist University, was employed by the sales department of the American. Mr. Bennett has been associated with Jack Higginbotham, Inc., of Fort Lauderdale, Florida in the field of real estate for the past several years.



Dress Manufacturer Moves

Jean Thomson Inc., Original Designs, manufacturer of better dresses, has moved to 415-A Ervy Street. Remodeling of the facilities provides areas for manufacturing, show rooms and office space. Frank Spillman served as contractor. Miss Jean Thomson is president of the company, assisted by Gene Thompson, sales and promotion manager.

CLOUD Employment Service

"The Right Person for the Right Position"

Over Twenty-Five Years

Solve your personnel problems
by calling...

RI 7-4821

We have Executives, Office, Sales,
and Technical help of all kinds.

Your use of our interviewing
room is invited.

H. NESTOR DuVALL, Manager

National City Building

DALLAS 1, TEXAS



famous
BERGER steel transfer cases with the
original heavy channel frame construction
Non-binding drawers open easily. Locking catches and clips
furnished for both vertical and horizontal stacking.

SERVING DALLAS
SINCE 1916

VANCE K. MILLER CO.
OFFICE FURNITURE and SUPPLIES

1916 MAIN STREET

RI 2-9091

New and Expanding Business



Powers Regulator Company Occupies New Headquarters

The Powers Regulator Company, manufacturers of temperature and humidity controls, has moved its Dallas district operations into a new 3,500-square-foot office and warehouse building at 7707 Sovereign Row in Brook Hollow Industrial District. Williams & Wagner Construction Company built the structure, which will be occupied by the Powers Company under lease. It has air-conditioned offices, drive-in truck loading door and off-street parking. The Powers Company's headquarters are in Skokie, Illinois.

► Currie & Kohen, a law firm with offices in the Praetorian Building, has been established by Ralph W. Currie and Samuel P. Kohen. Mr. Currie is a Dallas attorney and one-time Republican nominee for governor. Mr. Kohen, a member of the bar in Texas, Virginia, and District of Columbia, has been active in insurance law practice since 1916.

► Zelenka Furs, Inc. is the new name of the firm formerly known as Zelenka-Tauben Furs, Inc. Zelenka Furs, Inc., will continue to design and manufacture furs for wholesale distribution under the Alexa label in the firm's present location at 405 Wholesale Merchants Building, Dallas. Alexander Zelenka will remain as president of the new corporation.

► Maltex Industries, Inc., recently has been organized to handle development, financing, manufacturing and distribution of patented or patentable items which can be sold nation-wide. General administrative offices of the firm are in the Life of America Building, Dallas. Officers of the corporation are Louis S. Katz, president; Jack Malowitz, vice-president and director of sales; Ben L. Berwalk, vice-president, and Nathan S. Arnow, secretary-treasurer. The firm is currently engaged in the manufacture and distribution of automatic garage door openers for panel and sectional overhead doors. Construction has been completed on the factory building located in Garland.

*

► The Dallas Gem and Mineral Company has been opened by Dwight Halstead at 5027 Bowser Street. The firm specializes in gem cutting, mineral specimens, and sells and distributes lapidary equipment. Mr. Halstead is president of the Dallas Gem and Mineral Society of Dallas, a newly-formed association of all persons interested in the discovery, analysis and cutting of unusual stones.



FAREWELL...

*thou, who sold by the
seat of thy pants*

The old masters of guessmanship and conventional hard sell are moving on. It seems that people don't buy for the same reasons they used to. To try to second-guess customers nowadays is to waste very precious advertising dollars.

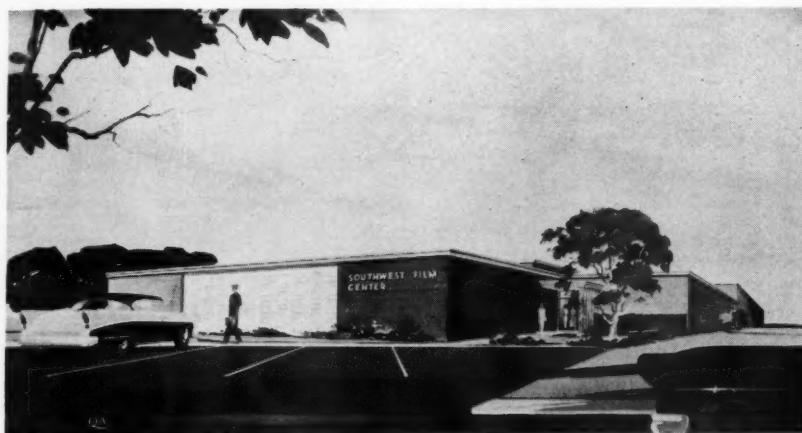
Spending a little *before* you advertise may save you many a costly blunder. Creative Marketing at Rogers & Smith is what many* prominent Southwest businesses have turned to for the answers. May we tell you more — by letter or call?

ROGERS & SMITH

Advertising and Creative Marketing
CHICAGO • DALLAS • KANSAS CITY

* Among them: Wolf Brand Chili, Jones-Blair Paint, Dallas Power & Light Company, First National Bank in Dallas, Burleson's Honey.

New and Expanding Business



Southwest Film Occupies New Building

Southwest Film Laboratory, Inc., has completed the move from 2015 Young Street to their specially-designed, 14,750-square-foot building at 3024 Fort Worth Avenue. In addition to complete film production and processing services, the firm also offers "Producers' Service," whereby a client may do all or any portion he chooses of producing his film. Officers of Southwest Film are Irvin Gans, president; Jack Hopper, vice-president, and Lloyd Abernathy, director of Producers' Services.

► American Petrofina, Inc., has purchased American Liberty Oil Company, Dallas, for a total consideration estimated at around \$35,000,000. Petrofina bought all the outstanding Amlico stock and about 14 million barrels of crude oil reserves, 800,000 acres of undeveloped leases, a 16,000-barrel-a-day refinery at Mount Pleasant, 165 miles of pipeline and 400 retail outlets. Last month Toddie L. Wynne, president of Amlico, gave the Presbyterian Foundation stock in the company from which will be realized about two million dollars.

*

► Cupples Products Corporation, manufacturer of aluminum windows, has established a new Southwestern warehouse and assembly plant at 8201 Sovereign Row in Brook Hollow Industrial District. Situated on a landscaped lot, the 14,000-square-foot warehouse building is served by trackage, has two truck doors opening on an off-street loading apron, and provides paved off-street parking. Leasing arrangements were handled by Campbell & Campbell, realtors, and J. W. Lindsley & Co. The district sales manager for Cupples Products is Alan Green.

► Vernon and James Smith Company and L. R. Keele Company have announced the establishment of a new community, Singing Hills, located on 800 acres of rolling, wooded terrain on Ledbetter Drive. Well within the Dallas city limits, the development is one of the largest tracts of "close-in" land still available for home building. Singing Hills streets will be named for songs, and homes will range in price from \$14,000 to \$24,000. Costs involved in development and construction are expected to be upward from \$60,000,000. The partner companies in the development are well-known Dallas builders. James Smith, newly-elected president of the active Oak Cliff Chamber of Commerce, has served with the City Plan Commission, was chairman of the Parade of Homes for 1954, and is a member of the Dallas Real Estate Board. Vernon Smith has been a city councilman since 1953, has served on the City Plan Commission and is a past president of the Dallas Home Builders Association. Lacy R. Keele has been building houses in Dallas since 1944. Leonard Ayers is site planner for the area, and James A. Campbell is land engineer.

in Dallas, it's...
Arthur's
superb food!

DALLAS • FEBRUARY, 1957

Domestic and Imported
OFFICE MACHINES
"In Dallas Since 1902"
S. L. EWING CO., INC.
2805 Gaston — Call TA 1-2358

A Gourmet's Delight!

... and the home of the famous Southern Kitchen Chicken and Seafood Dinner. Your friends and your family will love this oasis of excellent cuisine and one of Dallas' finest wine cellars.

- Famous Chicken and Seafood Dinner
- U. S. Prime Charcoal Broiled Steaks
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THE FIRST adding machine made to fit
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New and Expanding Business

► Great Southwest Corporation's initial building in the 5,000-acre industrial district planned between Arlington and Grand Prairie is slated for completion in June. To be known as Club Southwest, it will house a public restaurant offering private dining rooms, conference rooms, a display gallery, swimming pool, and private club facilities. The structure, designed by Great Southwest Corporation architects, embodies the hyperbolic paraboloid construction used in Mexico, South America and Europe. Parking facilities are included in the overall area of 210,000 square feet.

*

► Royall Fire Brick & Supply Company has moved to new air-conditioned offices and warehouse facilities at 151 Leslie Street in the Trinity Industrial District. The building is an expansion over former quarters at 209 N. Hawkins and provides rail trackage, truck docks and off-street parking. Royall Fire Brick, with home office in Houston, distributes fire brick and refractories throughout north Texas.

*

► Jones Truck Lines, Inc. has purchased interstate rights from Tulsa to Wichita from Yellow Transit and is now in a position to serve Dallas on inbound and outbound shipments to all intermediate terminals. M. O. Dunn is Dallas terminal manager.



Merchandise Firm Occupies Larger Quarters

The New York Merchandise Company, Inc., has completed moving into their new 100,000-square-foot building, located at 1717 Irving Boulevard at the corner of Oak Lawn Boulevard. The spacious air-conditioned showroom and warehouse will facilitate more extensive merchandise lines and faster service for merchants of the Southwest. The home office of the company is in New York, with other branches in Los Angeles and Portland.

► White Stores, Inc., will open their largest store in Greater Dallas when the Lochwood Village Shopping Center at Garland Road and Jupiter is formally opened next spring. The new White's store, occupying 33,600 square feet of space, will include a complete furniture department, as well as departments for major appliances, housewares, sporting goods, toys, wheel goods, bedding and small appliances, also a complete automotive department. It will bring the total number of White Store installations to 53, including 38 stores which maintain large furniture departments.

► A new Levine's store — the tenth in the Dallas-Fort Worth area — will open this spring in the 50-acre Lochwood Village Shopping Center in northeast Dallas at Garland Road and Jupiter. The new store will have a total of 10,450 square feet, including 8,250 square feet of selling area on the mall level of the shopping center, and 2,200 square feet of receiving and storage area in the basement. There will be an entrance from the mall area of Lochwood Village and another from one of the parking areas that will surround the shopping center.

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TETON
TICONDEROGA
VICKSBURG

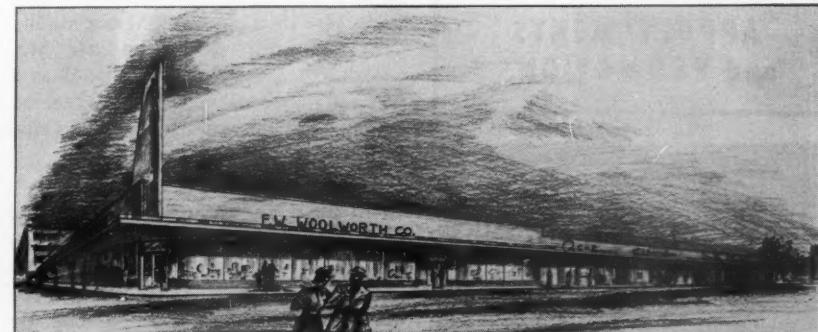


New and Expanding Business

► Vernon C. Pampell has announced the addition of Dale O. Simpson as a full partner in his investigative organization. Now incorporated as Pampell-Simpson Associates, Inc., the firm has been active in Dallas and the Southwest for over a year and a half. Mr. Pampell, who holds B.A. and M.A. degrees from Texas A&M College and Texas Christian University, respectively, spent over ten years with the Federal Bureau of Investigation. Mr. Simpson, a graduate of Oklahoma University with over nine years service with the FBI, has been personnel administrator at Texas Instruments for the last five years. The two former federal investigators will apply their 20-year total experience to fact-finding services for banks and investment houses, for insurance and oil companies, for attorneys, and for local governments and institutions.

*

► Guokas and Fleming Associates, Inc., distributors of electrical equipment, are now in new quarters at 179 Parkhouse Street in the Trinity Industrial District. This firm is a new one formed by the association of two men who have been manufacturers agents for electrical equipment for a number of years—Henry L. Guokas, whose offices were at 1312 McKinney and John Fleming, owner of Fleming Engineering Service Company of Fort Worth. Tom Whitley of Watson and Watson, realtors, handled the lease negotiations for the firm's building, which provides air-conditioned offices and a warehouse area.



Woolworth to Open Preston Square Store

F. W. Woolworth Company has leased space for a super self-service variety store in the Preston Square Shopping Center. To be located at the corner of Luther Lane and Westchester, the new store will occupy 25,000 square feet and is planned for maximum customer convenience. Ultra modern fixtures and displays, wide aisles, year around air conditioning and daylight fluorescent lighting will add to the individual's shopping comfort. Opening is planned for the summer of 1957. The negotiations for this store were handled by W. H. Heinecke, assistant real estate superintendent of the district office of the Woolworth company, and Henry S. Miller, Jr., of Henry S. Miller Company, realtors.

► "Aviation Week" has established a new editorial office in Dallas on February 1 to provide one-the-spot staff coverage of the expanding aviation industry in Texas and the southwestern states. The Dallas office, located in the McGraw-Hill Publishing Company quarters at 1020 Adolphus Tower Building, will be headed by Craig Lewis, now a transport editor in the publication's Washington office. Mr. Lewis, a graduate of the University of California, is a veteran of four and a half years in McGraw-Hill editorial service and has been with "Aviation Week" for two and a half years.

► Lochwood Village Shopping Center is nearing the final stages of construction. Officials of Cothrum-Murray Company, Inc., owners, developers and builders of the project, have announced tentative plans to formally open the 50-acre modern regional shopping center at Garland Road and Jupiter in the spring. Approximately 400 homes were constructed and occupied last year in the surrounding Lochwood Addition, which encompasses 400 acres that eventually will be the site of 1,200 homes. All streets, curbs and gutters in the all-masonry construction sub-division have been paved and utilities are available throughout the development.

SERVING BUSINESS and INDUSTRY

FELIX HARRIS & CO.
Insurance

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FELIX HARRIS

BEN HARRIS

REX HARRIS

NED HARRIS

BILL CARTER



Dallas

APPOINTMENTS and PROMOTIONS



WILLARD J. WASSON has been appointed district sales manager in Dallas for National Vulcanized Fibre Company of Wilmington, Delaware, producer of vulcanized fibre and supplier of other basic materials. The new Dallas office is located at 10244 Newcomb Drive.

MAURY W. McCASKILL has been appointed sales manager for the Dallas retail trades tape division of Minnesota Mining and Manufacturing Company. Mr. McCaskill joined the company in 1948 as a tape and ribbon salesman, and later served as sales supervisor for the retail trades tape division.

*

ROBERT L. HERRING has been named manager of the Oak Cliff-Wynnewood branch office of Republic National Life Insurance Company, located in the Wynnewood Professional Building. A graduate of Southern Methodist University, Mr. Herring has had previous life insurance experience and is active in various civic organizations. He is a director of the Oak Cliff Junior Chamber of Commerce.

*

IRVING R. SHAMPAIN, merchandise director of the Man's Store at Neiman-Marcus, has been named a vice-president. Mr. Shampain entered the men's retail apparel business in 1929 after attending New York University's School of Retailing. He served with stores in Brooklyn, Grand Rapids, Cincinnati, Chicago, and as merchandise manager of men's sportswear and furnishings with Wallach's in New York before joining Neiman-Marcus in 1954.

*



D. B. DUPRIEST, JR. has been appointed manager of the fire insurance department of Kenneth Murchison & Company, a Dallas insurance agency. Mr. DuPriest attended the University of Texas and Texas A. & M. prior to his entry into the insurance field. For the past eight years he has been associated with a major insurance group, initially as a special agent in South and East Texas, and most recently as an assistant in the group's special services department. In his new post, he will supervise all commercial accounts, including cotton and petroleum risks and other specialized lines.

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Aluminum Windows**



Double hung, picture windows, sliding windows, awning windows—the name specified by more and more architects and contractors is "CUPPLES"! Every unit carries the A.W.M.A. seal for strength, air infiltration, and materials — confirmed by the Pittsburgh Testing Laboratory.

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**BLUE
DIAMOND**

Appointments and Promotions—



MARINE BRIGADIER GENERAL MAX J. VOLCANSEK, JR. has joined Texas Instruments Incorporated, suppliers of airborne electronic equipment, as head of the administrative branch in the apparatus division of the engineering department. In his new position, General Volcansek will be responsible for all planning of an administrative nature. The general joined the Marine Corps as an enlisted man 20 years ago, became a Marine fighter pilot in World War II, and commanded fighter squadrons attacking Bougainville and Rabaul. He is the holder of three of the top service awards for valor.

*
LEE GENTRY, who has been active in the Dallas real estate business for the past five years, has joined the firm of Moser Company, realtors, where he will specialize in the leasing and sale of industrial and commercial real estate. Mr. Gentry was graduated from the University of Texas in 1949 with a Bachelor of Business Administration degree. He is a director in the Oak Cliff Junior Chamber of Commerce.

*
GEORGE E. BROWN has been promoted to manager of passenger tires sales for General Tire & Rubber Company's Dallas sales division. Mr. Brown formerly served the company as territory sales manager. **JOHN D. MacARTHUR**, previously manager of passenger car sales in Dallas, has been named Southwest regional sales manager.

Hudson & Hudson

Industrial and Business Properties
Sales, Leases and Management
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Alex D. Hudson, Jr. James S. Hudson

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Dallas Smith



Porter Ellis



Willard Croty

Be sure when you insure. We are an independent, established local agent whose counsel and services are available not only when you buy the policy, but also when you have a claim. We represent only the strongest capital stock insurance companies.

Ellis, Smith and Company

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brighten your office.



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and revising
your insurance

Insurance has become so
important in the lives of
today's businessmen that
regular appraisals are
necessary.



Is my life program still ade-
quate to provide for my wife
and family in case of unfore-
seen events?



Have I seriously considered
the advantages of a retire-
ment policy?



Is the education of my chil-
dren assured?



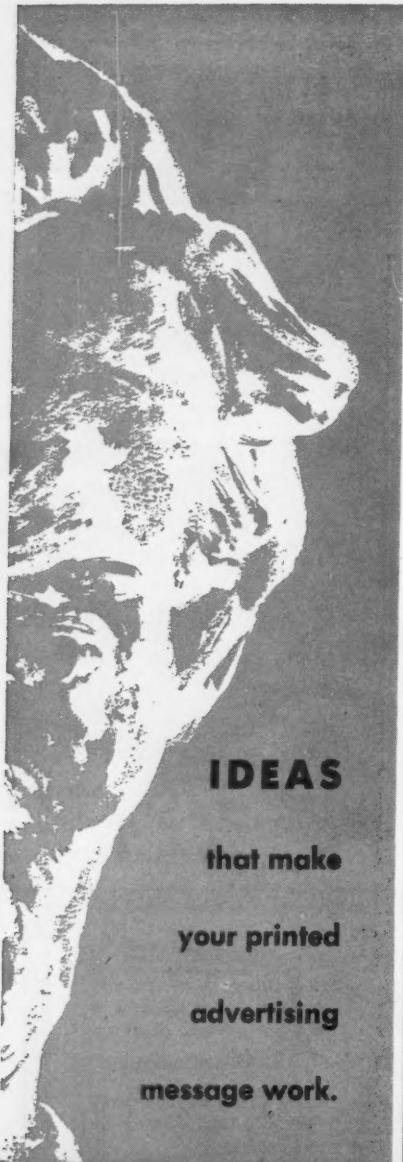
Am I adequately protected in
case of sickness and accident?



Have I considered the advan-
tages of a group policy for
members of my firm?

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Great
Southerner
when he calls

GREAT SOUTHERN
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Appointments and Promotions



ADMIRAL SELMAN S. BOWLING has been appointed director of communications for Slick Airways. A graduate of the United States Naval Academy in 1927, Admiral Bowling also completed post graduate work at Annapolis and studied at the National War College and George Washington University in Washington. From 1951 to 1953, he was a faculty member at the National War College. In his new position, the Admiral, now retired, will direct the airline's nationwide and international ground and air communications from Slick's Dallas general offices.



J. MARVIN BROWNING, JR. has been added to the sales staff of the J. Y. Schoonmaker Company, manufacturers' representatives in Dallas. Mr. Browning, who has a B. S. degree in physics from Louisiana State University, will represent the Schoonmaker Company as an industrial sales engineer. He has had six years of engineering and sales experience in the electronics industry.

ROBERT H. MCLEMORE has been elected president of Otis Engineering Corporation, Dallas, and its subsidiary companies. Prior to joining Otis, Mr. McLemore, a petroleum engineering graduate of Texas A & M College, was vice-president and general manager of the Turbo-drill division of Dresser Industries. **H. C. OTIS**, president and founder of the 30-year-old Otis firm, has been named to a newly-created position of chairman of the board of directors. **HERBERT O. OTIS, JR.**, formerly executive vice-president and secretary of the corporation, has been elected first vice-president and secretary. Other officials are **W. E. RICH**, vice-president and treasurer; **L. M. WILHOIT**, vice-president in charge of engineering, and **H. B. SCHRAMM**, vice-president, who is director of development and manufacturing.



BOTEFUHR

PICKARD

JAMES N. PICKARD and **MRS. LOU BOTEFUHR** have joined the staff of Creative Publications, a promotional service to business, industry, educational and religious organizations. Mr. Pickard, a graduate of Southern Methodist University, with postgraduate work in law and philosophy, has served on the University staff for the past four years, most recently as business manager of the Umphrey Lee Student Center. Mrs. Botefuhr, who was on the staff at Columbia University under President Eisenhower, came to Southern Methodist in 1950 as co-ordinator of graduate placement. She received her education at the University of Tulsa and Columbia Graduate School, and is widely known in both educational and music circles. Creative Publications, organized just eight months ago, is now expanding and has moved to new offices at 5604 East Mockingbird Lane.

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When you need that shipment—and you need it in a hurry—you can depend on Santa Fe to deliver the goods. On-time, damage-free, right to your warehouse door.

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*Lv Chicago (No. 39) 6:00 PM
Lv Kansas City (next AM) 10:00 AM
Ar Dallas
(No. D-39, next AM) 3:00 AM*

Specify Santa Fe all the way!

*J. D. WHITMAN, Division Freight Agent
1030 Mercantile Securities Building
Phone Riverside 7-6301, Dallas*

Appointments and Promotions



BREE JOHNSON is the new regional manager for Philip Morris, Inc., with offices at 4611 Cole. Mr. Johnson was transferred from a similar post in Los Angeles. The Dallas region includes all of Texas, Mississippi, Louisiana, Arkansas and Oklahoma.

*

FRANK F. LINDSEY, district sales manager of The Retail Credit Company for many years in Dallas, has been promoted to the newly-created position of regional sales manager for several southwestern states. Mr. Lindsey will continue to make his headquarters in Dallas.

*

JIM ELDRIDGE has been appointed sales and promotion manager for Ike Clark of Dallas, manufacturer of misses and junior dresses and sportswear. In filling this newly-created position, Mr. Eldridge will direct the firm's merchandising and public relations programs, plan promotions for key accounts, and have charge of market showings in various cities. Most recently, he was associated with Foley Brothers, Houston, as suit buyer.



FRANK (KELLY) ACHILLES has been named assistant chief engineer for Braniff Airways and will direct the activities of the company's expanding engineering staff. A Washington University graduate engineer, Mr. Achilles' aviation experience includes active duty with the U. S. Navy as pilot, engineering officer and flight instructor; thirteen years with Panagra, pilot to operations manager; and since 1952, senior field service engineer for Air Research Manufacturing Company.

ROBERT B. MILLER has been promoted to manager of the Dallas agency of Southern Provident Life Insurance Company. Mr. Miller, a graduate of Baylor University and of the Southern Methodist University School of Insurance Marketing, is presently expanding the agency to better serve its Dallas market. **EDGAR SIMPSON**, former Dallas agency manager, has been promoted to the position of home office supervisor.

Paper also reflects reflects your success in business...

Let the papers that you use on your business stationery and advertisements bespeak the reputation that you want for your company and your product.

Ask your good friend, your printer, to recommend to you an O-K Paper that will guarantee a better impression for your business and for his printing.



OLMSTED-KIRK COMPANY
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WHOLESALE PAPER MERCHANTS AND CONVERTERS

Appointments and Promotions—



NORTON JOHNSON has been appointed account executive of Grant Advertising, Inc. Mr. Johnson, who will be associated with the Dallas office of the international advertising firm, is well known in Southwestern advertising circles. He has had 26 years of experience in all phases of advertising and sales, and formerly was associated with two local Dallas agencies. He is a native of Iowa and a graduate of Syracuse University.

*

JERRY M. HOLTZMAN has been named Southwestern district sales manager for Paper Mate Company. District sales offices for the firm are in Dallas.



T. L. MORGAN has been appointed Dallas regional manager for De Soto Division of the Chrysler Corporation. A native of Dallas, Mr. Morgan joined Chrysler as new car sales manager for Dodge, Dallas region, and in September, 1956, was named assistant regional manager. He is a veteran of more than 20 years in the automotive business as a dealer and a factory representative.

You hear a lot of talk . . .

WHAT WILL OUR
CUSTOMERS THINK?

CONSIDER THE
COMPANY'S REPUTATION!

DO YOU BELIEVE
EMPLOYEES WILL FAVOR
THIS MOVE?

WE MUST CONSIDER OUR
STOCKHOLDERS' VIEWS

WE MUST MAKE OUR
SUPPLIERS UNDERSTAND
THE PROBLEM

WHAT CAN WE DO TO
CREATE THE MOST FAVORABLE
IMPRESSION?

WE WILL HAVE TO
EDUCATE DEALERS
TO THIS NEW POLICY

WE NEED A
NEW SALES APPROACH

DOES THE
COMMUNITY KNOW
WHAT WE'RE DOING?



. . . and it all adds up to
**MANAGEMENT'S CONSTANT NEED
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For more than a decade we have led in the rapidly-expanding use of public relations techniques in the Southwest for the purpose of increasing profits and sales, winning new customers, selling new ideas and services, maintaining stockholder interest and support, increasing employee interest and effort. Upon your request, we'd be pleased to send you a small booklet on how we operate to serve our clients.



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future needs of American families.

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in Assets
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63 Branch Offices

Southland
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Serving
Since
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Company

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LIFE • ACCIDENT • HEALTH • HOSPITALIZATION • GROUP

Appointments and Promotions—



PURNELL

AITON

J. "GRAY" PURNELL, claims manager for the past ten years at Kirkpatrick-Thompson, Dallas insurance firm, has been elevated to the newly-created position of services manager. In his new post, Mr. Purnell will handle all policy changes. **"BOB" AITON**, a new member of the Kirkpatrick-Thompson family, will fill the claims manager position. Mr. Aiton has had six years' previous experience in underwriting, and is a lifetime Dallasite, having attended Adamson High School, North Texas State, and Dallas College.

*

BOB SEARCY has been appointed buyer and manager of the clothing departments in E. M. Kahn's four stores. Mr. Searcy has been with the organization for seven years, starting as assistant in the furnishings department. Recently he has been assistant clothing buyer and manager of the uptown store.



JACK B. SPARKES has been promoted to Dallas assistant regional manager for Dodge. Mr. Sparks formerly was staff assistant in the Dallas zone office of Chrysler Motors Corporation. Dodge's Dallas region includes Texas and New Mexico.

The Lone Star Gas Pledge to its Customers

During the year of 1957, we shall continue as always to deliver to your homes, offices and industries, in the many Texas and Oklahoma cities served, the same steady, dependable and economical gas service to which you have been accustomed.

We shall, moreover, strive to improve this service by locating and conserving the nation's natural gas resources, by storing large quantities of natural gas in our underground facilities for your peak demand needs and by installing new distribution systems in your cities and towns as expansion of housing and industry dictates the need... with as little inconvenience to you as possible.

LONE STAR GAS COMPANY



The dependable supply of natural gas by Lone Star Gas Company, is more than keeping pace with the rapid residential, commercial and industrial development in the Southwest

In order for Lone Star to assure an adequate gas supply, no matter how great the demand, it has put into operation five large underground storage reservoirs with a capacity of over 51,000,000,000 cubic feet. This tremendous storage capacity, along with over 8,000 miles of transmission and gathering lines tapping almost every major producing area in Texas and Oklahoma, safeguards the gas supply for all Lone Star Gas customers. Moreover, this huge gathering and gas storage system, along with Lone Star's over 9,000 miles of distribution pipelines,

provides a more stable market for the numerous gas producers and royalty owners, as well as increasing the ease and reliability of gas delivery.

Lone Star's growth throughout its system of 451 cities in Texas and Oklahoma can be expressed in terms of new customers — 32,300 during 1956 and an expected increase during 1957 of 32,400.

Yes, Lone Star is in the best position ever, to assure steady, dependable gas service for home owners and industries, alike.

LONE STAR GAS COMPANY

LUMBER LARGE AND COMPLETE STOCKS

YELLOW PINE, WHITE PINE, FIR, OAK, PLYWOOD

SPECIAL ATTENTION GIVEN TO INDUSTRIAL
AND DEFENSE PLANT ORDERS

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An orderly arrangement designed expressly for the individual business requirement. Estimates gladly given.



OTTO COERVER COMPANY, INC.

333 Exposition

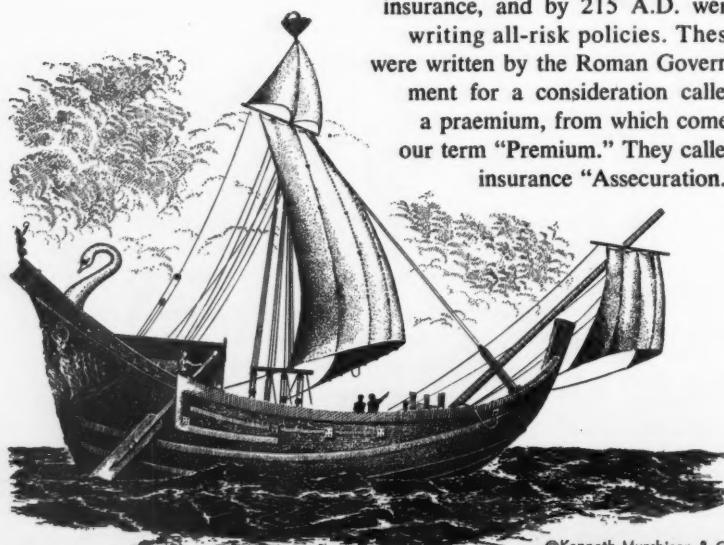
Dallas, Texas

Phone TA 1-9968

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In 300 B.C. the Romans, in their Foenus Nauticum, had achieved a system of marine insurance, and by 215 A.D. were writing all-risk policies. These were written by the Roman Government for a consideration called a *praemium*, from which comes our term "Premium." They called insurance "Assecuratio."



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Insurance • Bonds

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Appointments and Promotions—



GEORGE W. McELROY, a former ad valorem tax representative for Magnolia Petroleum Company, has joined Webb Cooley, Jr., and Company, a Dallas ad valorem tax consultant firm located at 5526 Dyer Street. Mr. McElroy attended Southern Methodist University before joining Magnolia in its accounts payable department in 1947. He transferred to its ad valorem tax department in 1951, and since has been a territorial representative for the company in Kansas, Arkansas, Illinois, Indiana, Kentucky, and West Texas. In his new post he will serve as a special consultant on petroleum and industrial properties.

*

PAUL HENKEL has been promoted to merchandise manager of Sanger's and appointed a member of the store's merchandising board. Mr. Henkel, who has been associated with the Dallas department store for more than five years, has been a divisional merchandise manager.

*

ALBERT W. WALKER has been appointed Dallas district manager for the unitary equipment division of Carrier Corporation, air conditioning and refrigeration equipment firm. Associated with Carrier since 1948, Mr. Walker headed the refrigeration department of a Nashville, Tennessee firm for 12 years.

*

CHARLES L. BOWMAN, vice-president and secretary of Metropolitan Savings and Loan Association of Dallas, has been appointed to the legislative committee of the United States Savings and Loan League, national trade organization for the savings and loan business.

Appointments and Promotions—



CHARLES W. HOPKINS has been appointed stainless steel and aircraft product specialist for the U. S. Steel Supply Division of United States Steel Corporation. He will work out of the division's Dallas warehouse, which serves North Texas and Louisiana. A veteran of thirty years experience in steel, Mr. Hopkins has lived in Dallas for many years. He joined U. S. Steel in 1927 in the Dallas office of the American Steel and Wire Division and has since held various sales positions with that division at Dallas and Houston. Since August, 1953 he has been associated with U. S. Steel Supply Division's Dallas sales and service organization.

*

E. S. KENT has been appointed Southwestern regional sales manager for Holly Manufacturing Company. With headquarters in Dallas, Mr. Kent will direct Holly sales activities in eight Southwestern states. He was previously associated with the engineering and design department of Colgate Palmolive Peet Company and the sales staff of Southern California Gas Company.

*

V. H. BOHNENBLUST, former Southwestern Bell plant superintendent in St. Louis, has been named plant superintendent in Dallas. Mr. Bohnenblust joined Southwestern Bell in 1934, and has held positions in Missouri, Arkansas, Oklahoma and Texas.

*

GEORGE WILSON has been appointed supervisor for out-of-town sales for Apex Supply Company, wholesale plumbing supply firm. AL MAYS has been named supervisor of city sales. Both men have been with Apex Supply for more than ten years. During this period, the sales staff has grown from three to twelve covering a 40-county North Texas area.

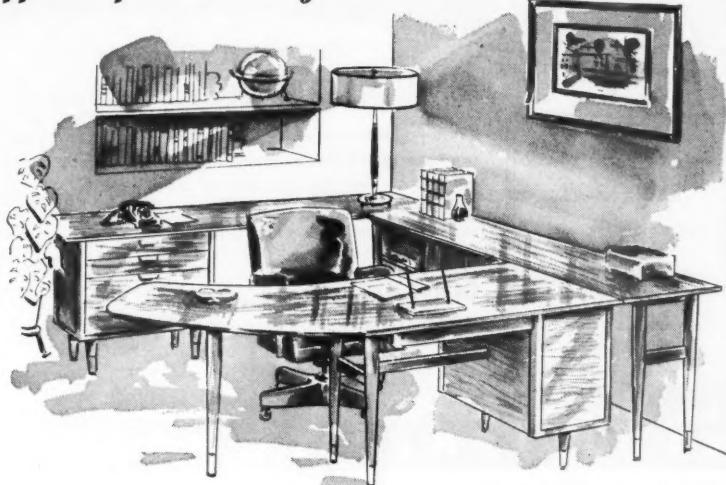
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current rate compounded semi-annually

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... START WITH *Executive furniture* FROM STEWART'S

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from Stewart's, will do wonders in creating
new beauty, comfort and efficiency in your office.
Make it an "Office for Living" you and your staff
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See these beautiful pieces at Stewart's soon.

Stewart's professional decorative service
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General Office and Mimeograph Division, 400 S. Austin

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Clerical Work

Appointments and Promotions—



ROBERT H. WOLFINGER has been named sales representative for American Airlines in Dallas and will handle air-freight accounts. Mr. Wolfinger attended the University of Pennsylvania and served with the Naval Air Transport Service during World War II. He joined American Airlines in 1944, and has since served in various capacities in Chicago, Boston and Philadelphia.

*

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YOU SAVE**

**OUR PAVING
MEANS SAVINGS TO YOU!**

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RESIDENTIAL
STREETS
PARKING LOTS
DRIVE-INS

Paving mixtures used by the Texas Bitulithic Company are time-tested and proven. They last for decades, not years. Get the full use of your parking facilities with Texas Bitulithic paving. Call us today for an estimate without charge or obligation.

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FOODS IN AN
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Securities Company
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HARRY P. PERKINS
President, Perkins Bros.
Greenville—Longview
E. E. SHELTON
President, Dallas Federal
Savings and Loan Association
R. G. STOREY
Attorney, Storey, Armstrong
and Steger, Dallas
JACK R. SWAIN
President, Dunlap-Swain Co.
Dallas
CHARLES D. TURNER
Attorney, Turner, Rodgers, Winn,
Scurlock and Terry, Dallas
Q. WEATHERFORD
Vice-President and Treasurer
DUDLEY K. WOODWARD, JR.
Attorney, Dallas

* The results achieved by the company have been most favorable. In our opinion it has most substantial over-all margins for contingencies. Upon the foregoing analysis of its present position we recommend this company.

—Reprinted From Best's Life Insurance Reports.

*This is the highest rating that any Company can receive.

UNITED FIDELITY

Life Insurance Company

HOME OFFICE

1029 Elm Street
DALLAS, TEXAS

STATEMENT OF CONDITION

December 31, 1956

ASSETS

Cash	\$ 1,172,381.37
U. S. Government, municipal and other bonds	5,133,778.88
Sundry assets	190,853.51
First mortgage and collateral loans	23,491,163.69
Stocks	1,514,482.90
Home Office building and lot — after depreciation	1,433,437.46
Other real estate	56,124.87
Policy loans	2,428,937.83
Automatic premium loans	812,650.41
Premium notes	249.42
Net deferred and uncollected premiums	959,779.59
Total Assets	<u><u>\$37,193,859.93</u></u>

LIABILITIES

Current bills due or accrued	\$ 13,045.65
Premiums and interest collected in advance	502,137.97
Reserve for incomplete and unreported death claims	64,600.00
Reserve for city, state, county and Federal taxes	137,560.39
Mortgage loan deposit accounts and other sundry liabilities	327,441.22
Total Current Liabilities	<u><u>\$ 1,044,785.23</u></u>

FUNDS EXCLUSIVELY FOR PROTECTION OF POLICYHOLDERS

Full legal reserve on outstanding policies	\$ 29,297,247.21
Capital stock	2,700,000.00
Contingency reserve	150,000.00
Surplus	4,001,827.49
Total Liabilities	<u><u>\$37,193,859.93</u></u>

Paid to Policyholders and Beneficiaries

\$18,260,641.26

Insurance in Force

\$141,490,030.00

UNITED FIDELITY

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Cedric Burgher, President

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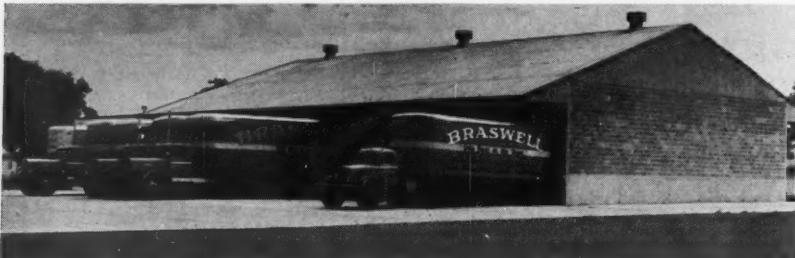
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Appointments and Promotions—



CROFFORD

TEMPLE

CARL CROFFORD and ROBERT F. TEMPLE have been named vice-presidents of Keith Reed & Company, Dallas investment securities firm. Mr. Crofford recently was affiliated with another investment firm as underwriter, research analyst, and manager of the institutional department. He holds a B.A. degree from Rice Institute and a B.S. degree from Southern Methodist University, and is a member of the Dallas Control of the Controllers Association. Mr. Temple, vice-president of the municipal department, was assistant director of finance for the City of Dallas from 1946 to 1952, and assistant city manager from 1945 to 1946. He also was director of finance for the City of San Antonio during part of 1952 and 1953.



WESBY R. PARKER, executive vice-president of Dr. Pepper Company, has been elected to the soft drink firm's board of directors. Mr. Parker joined Dr. Pepper last year following a ten-year tenure as a vice-president of General Foods Corporation. His election increases the membership of the Dr. Pepper board to thirteen.

Appointments and Promotions



O. ROLAND FROST, JR., has been appointed director of property leases for Braniff International Airways. Mr. Frost joined Braniff in 1953 as assistant to the manager of agency and interline sales at Dallas. In 1955 he was named assistant to Braniff's manager and transferred to Rio de Janeiro. He later was promoted to manager for the airline at Sao Paulo, Brazil, a post he held until his appointment to the new position at the air line's headquarters in Dallas. He is a graduate of Harvard University.

GEORGE R. DEAN has been named manager of the Dallas terminal of Southern-Plaza Express, freight line. Mr. Dean joined Southern-Plaza in 1951, as a traffic representative in San Antonio, Texas. He later was appointed terminal manager at Waco, and prior to his present new post was terminal manager at Fort Worth. New staff members of Southern-Plaza Express are **ROBERT H. TAYLOR** and **MARVIN P. MOERSCHELL**, both traffic representatives.

★

J. LEWIS SCHUTTS has been named Dallas district manager for American Beauty Flour family and bakery sales. Mr. Schutts has been associated with the flour milling business since 1928, and recently resigned as sales manager for Burris Mills, Inc. He is a director of the Texas Bakers Association, a past president of the Dallas Bakers Club and a member of the National Allied Trade Association.

★

PHIL REAGAN has been appointed Dallas regional manager for Maytag Southwestern Company. His new duties include work with the dealer organization, training and promotion.



JOYCE NIXON has been appointed designer for Jackie Nimble junior dresses and Shenanigans sports wear, both divisions of Clock-Wise Fashions. Miss Nixon is a native Texan and a graduate of Texas State College for Women at Denton with a B.S. degree in clothing and costume design. Her former position was as fashion designer for Brogan and Jennings, Dallas, and her background includes apprentice designing for Ike Clark and also for Johnston, Inc., both of Dallas. She is a specialist in junior fashions.

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Seattle • Collins Radio Company of Canada, Ltd., Toronto • Collins Radio Company of England, Ltd., London



Appointments and Promotions—



ALLEN HUNDLEY has joined The Katz Agency, Inc., in Dallas as a television salesman. Mr. Hundley has been associated with several radio and television stations in the South and Southwest, and formerly was employed as Radio-TV director of Facts Forum, Dallas. Prior to entering the radio and television field, he attended Louisiana State University in Baton Rouge, and Columbia University in New York City.

*

MRS. FRANKIE KOEPP of Grand Prairie is a new office secretary at the Oak Cliff Chamber of Commerce. Mrs. Koepf previously had been employed by the Texas Junior Chamber of Commerce at its Grand Prairie headquarters.



A. F. BARNETT has been added to the Dallas staff of Southern-Plaza Express, Inc., as a traffic representative. Mr. Barnett, formerly of Durango, Colorado, and Cook, Minnesota, has had over sixteen years of experience in the selling field. He has served as president of the Durango Chamber of Commerce and as vice-president of Colorado West Elks Association.

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Appointments and Promotions—



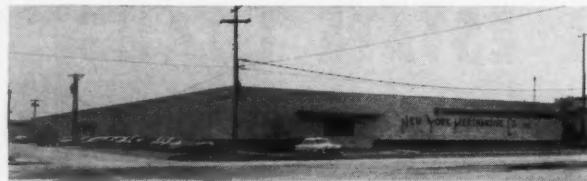
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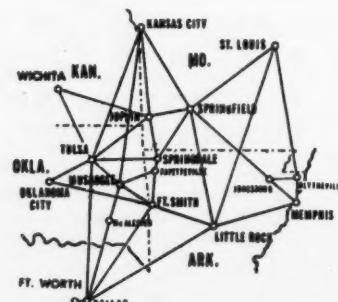


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GENERAL OFFICES — SPRINGDALE, ARKANSAS

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Fleetwood 7-3991



JOE S. DAVIS has been appointed general sales manager for Southern Union Gas Company. In this newly-created position, Mr. Davis will be responsible for supervising the firm's expanding sales program. Southern Union presently has ten sales districts throughout a 63-town area served in Texas, New Mexico, Arizona and Colorado. Mr. Davis has had more than twenty years experience as a salesman and sales manager. For the past several years he has served as regional sales manager for Amana, Incorporated, manufacturers of refrigeration and air conditioning equipment.



LEONARD J. VAN VRANKEN has been appointed sales manager of Engineering Supply Company, a subsidiary of Texas Instruments Incorporated. Mr. Van Vranken previously was Southwest division district manager for the Lewyt Corporation. Before that he had been with General Electric Company and later the General Electric Supply Company for 18 years. Engineering Supply distributes industrial, electronic, geophysical, power transmission and safety supplies.

options—

Appointments and Promotions—



BOB JOHNSON has been appointed to the sales staff of Delta Metals, Inc., Dallas warehouse distributor of Kaiser Aluminum and McLouth Stainless Steel. Born in Dallas, Mr. Johnson studied at Texas A. & M., Southern Methodist University, and Dallas College.

*

F. H. KENNEDY has been elected a director and **J. LEE WOOD** has been named a director and vice-president of The Geotechnical Corporation, Dallas geophysical research and manufacturing firm. Mr. Kennedy joined Geotechnical in 1936 and is vice-president in charge of manufacturing. Mr. Wood joined the firm in 1954, and formerly was chief contracting officer of the Dallas Air Procurement District of the Air Force.

*

CHARLES H. GLENNON has been promoted to district sales manager for The Borden Food Products Company. The promotion moves Mr. Glennon up from sales supervisor for the same territory, which covers Texas and Oklahoma. His headquarters will remain in Dallas.

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Mr. Van
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DALLAS 1, TEXAS
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APRIL 28-MAY 5

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Appointments and Promotions—



JACK L. HOLLIS, chief geophysicist for The British American Oil Producing Company, has been appointed to the newly-created position of exploration coordinator. Mr. Hollis attended the Missouri School of Mines, majoring in petroleum engineering. In 1950, he joined British American as geophysicist. Previously he had been with Seismograph Service Corporation for 17 years, serving throughout the mid-continent area as well as in Argentina and the Middle East. Two other company geophysicists have been promoted. **SHERMAN L. VENCIL** has been made area geophysicist of the firm's Southern and Southwestern divisions comprising Texas, Louisiana, Mississippi and southern New Mexico. **WALTER SPECKHARD**, geophysicist for the company's Central division, has been transferred from Oklahoma City to the Dallas head office and advanced to area geophysicist.

*

WENDELL FIELDS, JR., has been named Southwestern regional sales manager for the American Kitchens Division of Avco Manufacturing Corporation. With headquarters in Dallas, Mr. Fields will supervise Avco sales activities in 15 states. Prior to his recent appointment, Mr. Fields was general manager of Nichols Acoustical Company, Dallas.

*

ALFRED M. EBERLE has been appointed assistant to the general superintendent of the Ruberoid Company's plant in Dallas. A native Texan, Mr. Eberle holds a B.S. degree in mechanical engineering from A & M College. He joined Ruberoid in 1948 as plant engineer and was promoted to supervisor of maintenance and engineering at the Dallas plant in 1951.

Appointments and Promotions



CHARLES STEVENSON of Dallas has been named Southwestern food plan zone manager by Amana Refrigeration, Inc., of Amana, Iowa. Mr. Stevenson will work with distributors and dealers in creating and promoting freezer-food plans. He has been with Amana since 1954 and most recently was dealer development manager in the Dallas region.

*

GERALD B. BENNETT has been named acting division gas superintendent for the Southwest production division of Sun Oil Company. **ROBERT L. SULLIVAN** has been named acting assistant division gas superintendent. Mr. Bennett has been assistant superintendent since 1947. Mr. Sullivan joined Sun in 1946 and was formerly a special assistant.

*

JOE W. BANNER has been named manager of the downtown Firestone store at Ross and Harwood. Mr. Banner, a veteran of 16 years with the firm, has managed Firestone stores in Midland, Brownwood and Temple. Prior to his present appointment here, he was store supervisor over the western half of the Dallas district.

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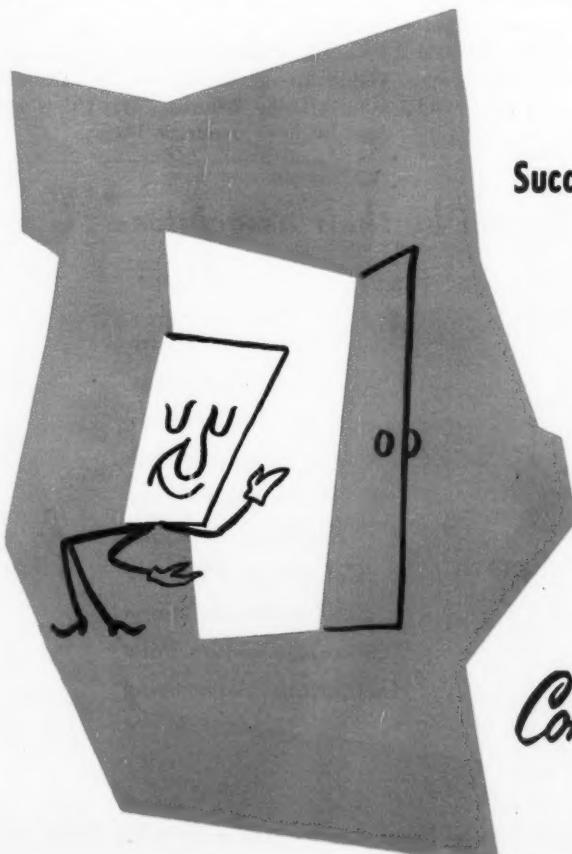
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Bethel Temple, Dallas
Elmwood Baptist, Dallas
First Baptist, Brownfield

**Texas Refrigeration
& Engineering Co.**
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158 EXPRESS STREET RI 2-9358 DALLAS

WALLIS S. IVY has been appointed manager of the Dallas-Southwest office of Avery-Knodel, Inc., national radio and television station representative. A graduate of the University of Oklahoma's School of Business Administration, Mr. Ivy formerly was with another national representative firm in Dallas as television sales specialist. He also was an account executive with a Dallas advertising agency for several years.



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Appointments and Promotions



HARRY G. CLARK has joined The Cain Organization, Inc., public relations counselling firm, as an account executive. Mr. Clark formerly was Southwestern and Pacific Coast public relations and sales promotion representative of Westinghouse Electric Corporation. He is a former reporter on Dallas and Chicago newspapers, and maintained an independent public relations service for several years. In his new post he will divide his time between The Cain Organization's Dallas and Fort Worth offices.



4030 H. Hines Dallas 19 Lakeside 6-6626
FRED L. HAYNES, District Manager

PAUL MARCOTT has been appointed advertising and sales promotion manager and **G. JACKSON BUTTERBAUGH** has been named assistant director of public relations for the new Bell Helicopter Corporation. Mr. Marcott will be responsible for the administration of all company advertising programs, sales promotion material and company motion pictures. Mr. Butterbaugh assumes the position of assistant director of public relations vacated by Paul Marcott, and in addition continues to direct the Bell news bureau. Both men were transferred from Bell Aircraft's operation in Buffalo, New York, to the Texas Division in 1952.

*

ELDON M. SWOPE of Dallas has joined the agency force of United Bankers Life Insurance Company. Mr. Swope, a graduate of the Life Underwriters Training Council and the R & R Training Course, will be in direct supervision of the program of lower life insurance rates for women at United Bankers.

*

LEE A. GILMAN has been appointed to the newly-created position of public relations assistant in the Dallas home office of Southwestern Life Insurance Company. Mr. Gilman, a liberal arts graduate of the University of Texas, formerly operated his own public relations and advertising firm in Austin.



SEWALL CUTLER has joined the staff of Great Southwest Corporation, developer of the industrial district located in the center of the Dallas-Fort Worth metropolitan area. Mr. Cutler holds a B.A. degree from Yale, and also did graduate work in marketing at Northwestern University. Prior to his association with Great Southwest, he had been a Dallas real estate broker, specializing in the development of new projects. In his new post he will conduct client and tenant operations for the development corporation.

*

FRED L. CRING has been named general passenger agent of the Missouri-Kansas-Texas Railroad. Mr. Cring will have his headquarters in Dallas.

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Campaigns
Publications
Special Events
Motion Pictures
Employee Relations
Convention Planning
Stockholder Relations
Surveys, Opinion Polls
Institutional Advertising



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Appointments and Promotions—

CHARLES F. WOODS has been appointed western sales manager, with headquarters in Dallas, for the valve division of Minneapolis Honeywell Regulator Company. Mr. Woods will be responsible for the firm's sales activities in the Southwest, Pacific Coast and Mountain regions. Prior to his new appointment, he served in various sales capacities in the Southwest for Minneapolis-Honeywell.

*
JAMES L. HODGES, director of store planning for A. Harris & Company, will also assume the buying duties for the drapery, lamp, and table linen shops of the downtown and Oak Cliff stores. Mr. Hodges has been with the firm ten years. His most recent work was the interior planning and decoration of the new A. Harris Oak Cliff Center store.

*
ROY C. ALBIN has been appointed Dallas branch general manager for Hardware Mutuals of Stevens Point, Wisconsin. Formerly district claims manager, Mr. Albin has been with Hardware Mutuals for 23 years. In his new position, he will serve East, North and West Texas, Colorado and New Mexico.



HOWELL RAY EPPS has been appointed communication engineer for General Electric Communication Products in the Dallas area with offices at 3200 Maple Avenue. Mr. Epps' assignment includes supervision of the installation and maintenance of General Electric mobile radios in vehicles and offices of commercial firms and public safety agencies. He was employed as a radio technician by Southwestern Bell Telephone Company before joining General Electric.

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Our experienced newspaper personnel can produce your own individualized house organ or publication on a turn-key basis at unbelievably low cost!

Build better employee morale! Strengthen customer relations! Accomplish these valuable objectives with ease and economy.

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this time, call the RECOMMENDED PRINTER

When it comes to advertising printing... too little is bad enough, but too late is plain disaster! At Robert Wilmans delivery dates aren't based on wishful thinking or hopeful promises. They're Wilmans obligations that Wilmans meets.

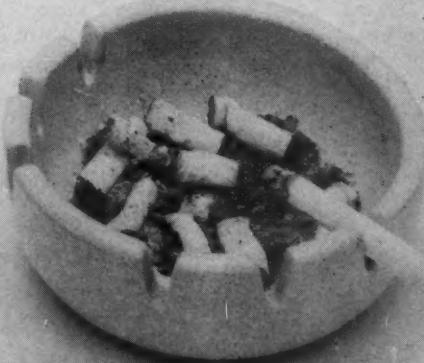
ever been disappointed on a delivery date?

Ask your friends who buy printing. What you'll hear about promptness... and about service, skill and printing cost know-how... will show you why Robert Wilmans has been the Recommended Printer for over 50 years. Talk to the Wilmans man about your printing problems.

ROBERT

wilmans RI 1-5244

1013 ELM STREET



Appointments and Promotions



RUSSELL W. ANDERSON has been named manager of the newly-formed Industrial Engineering Department of Geophysical Service, Inc. Mr. Anderson joined the firm in 1948 as computer on a seismograph field party in West Texas. In 1951, he was assigned to the Dallas office as a cost analyst and was appointed cost control supervisor in 1953. A graduate of Cornell College, with a bachelor's degree in geology and economics, he has completed all course work for a master's degree in economics from SMU.

JOHN LOVE has joined the sales staff of Commercial Printing and Letter Service Company and is servicing selected accounts requiring direct mail advertising, printing and letter service. Mr. Lowe holds a Bachelor of Business Administration degree from Southern Methodist University, where he majored in advertising and marketing. He also studied art at Kent, Ohio, State University and The Ringling School of Art in Sarasota, Florida. For the past seven months he has been studying direct mail advertising and printing production in the Commercial Printing and Letter Service plant at 1015 North Hawkins Street.

*

EUGENE de KIEFFER has been promoted to assistant manager of the Dallas agency for Mutual of New York. A graduate of Northwestern University, Mr. de Kieffer has been a field representative for the agency since May 1954 and has qualified for Mutual honor groups, comprised of the company's outstanding underwriters throughout the country. Before joining Mutual, Mr. de Kieffer was assistant vice-president of the First National Bank in Dallas.



MISS MARGARET FAYE MURRELL has been appointed to the newly-created position of merchandise advertising supervisor in the Dallas office of Southern Union Gas Company. A graduate of Texas State College for Women, where she majored in advertising design, Miss Murrell joined Southern Union in 1954 as senior copywriter. Previously she had worked as an advertising saleswoman for a newspaper in Carlsbad, New Mexico.

FRITOS' 25TH ANNIVERSARY YEAR



1956 was another big year for The Frito Company —
the *biggest* year yet, with Fritos' sales at an all-time high!

Fritos' continued growth was given impetus by formation
last year of a new operating Eastern Division
covering 45 million persons.

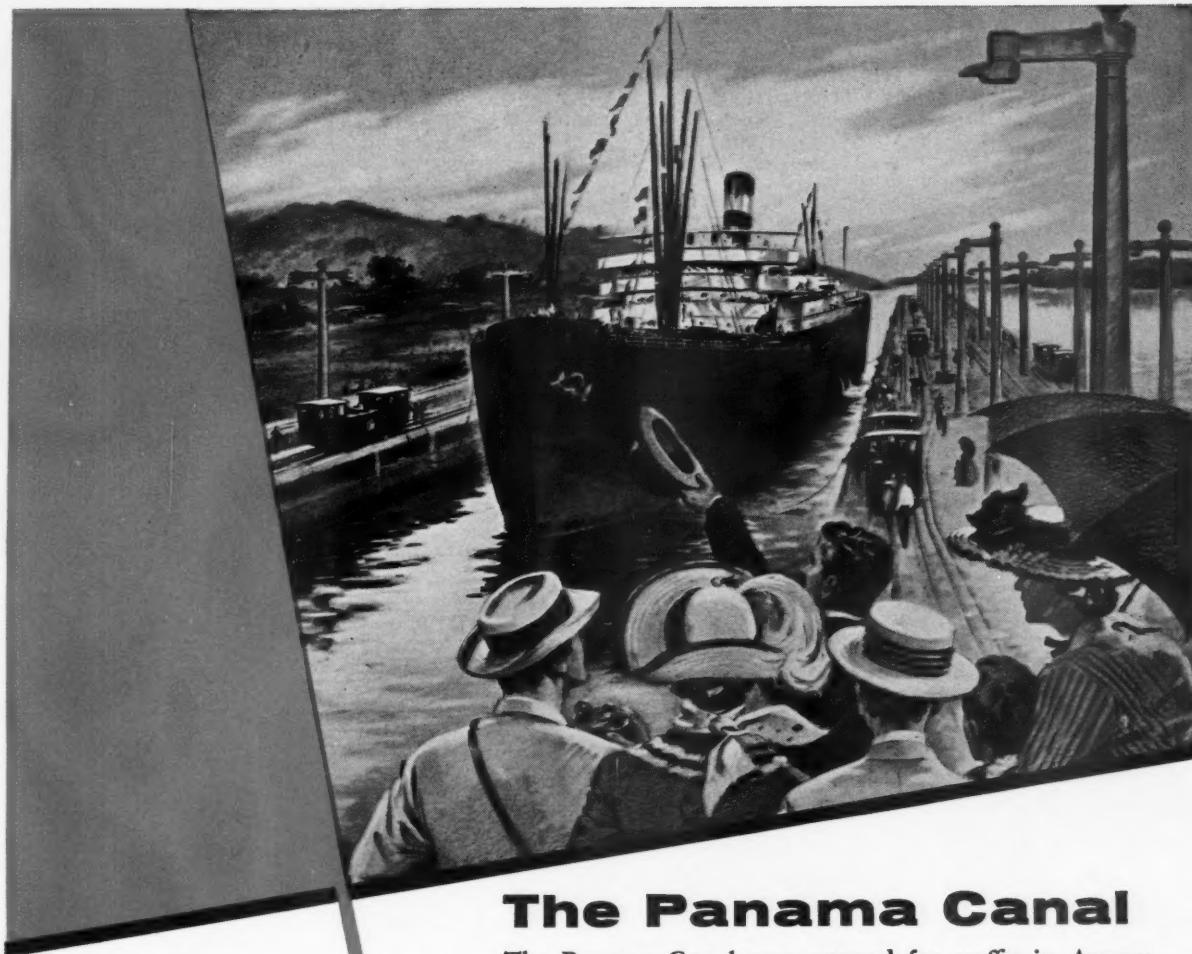
This expansion strengthens Fritos' position as a national
industry. It is a major step in the spectacular progress
achieved since 1932, when the first Fritos, the *original* corn chips,
were produced in Texas in the Doolin
family kitchen. The Frito Company looks
to 1957 — its 25th anniversary year —
for continued sound and vigorous growth!



The FRITO Company

© 1957, The Frito Co. FRITOS is a Registered Trade-Mark of The Frito Co.

URRELL
y-created
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Southern
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1954 as
he had
man for
Mexico.



The Panama Canal

The Panama Canal was opened for traffic in August 1914, when the American steamer, Ancon, went through the locks with her decks thronged with officials and guests of the American and Panamanian governments.

Just three months earlier, in May 1914, the Texas Employers' Insurance Association started operations in Texas with less than one hundred policyholders.

Since that time the Association has become the largest writer of Workmen's Compensation Insurance in Texas ... today writing approximately one-fourth of the Workmen's Compensation business written in the State.

During this time, the Association has saved and returned more than fifty million dollars to its policyholders in Texas. Are you taking advantage of this opportunity to save offered by Texas' largest writer of Workmen's Compensation Insurance?



Over
\$50,000,000
Saved and Returned to
POLICYHOLDERS

A. F. ALLEN, Chairman of the Board BEN H. MITCHELL, President

TEXAS EMPLOYERS INSURANCE ASSOCIATION

HOME OFFICE • DALLAS, TEXAS

Service Offices: ABILENE • AMARILLO • AUSTIN • BEAUMONT • CORPUS CHRISTI
DALLAS • EL PASO • FORT WORTH • FREEPORT • GALVESTON • HARLINGEN
HOUSTON • LUBBOCK • MIDLAND • ODESSA • PORT ARTHUR • SAN ANGELO
SAN ANTONIO • SHERMAN • TYLER • WACO • WICHITA FALLS

"We Have a Grand Printer Now..."



Confidential 1957

We always think in terms of drilling contractors, and all you know, generally, the relationship is still that which exists between any individual or local contractor to do any job the another party in a given place.

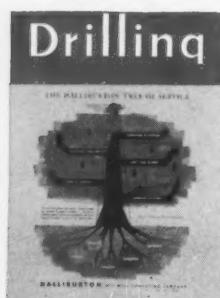
We, as publishers, are printers. Our printer is the contractor. We find that a lot of our expectations of the printer and the contractor is based on our knowledge from his contractors.

Naturally we want a good job price. Naturally we don't want to expect anything. There is a difference, though, even in something as a subcontractor, the one month comes right after another, and a quick kill on one month's production would ruin him for business for a good deal in the second month.

We have a grand printer now . . . the same one we've had for seven years. There is an escalator clause to cover the rise and fall of paper prices. (It actually fell, once). It covers an industry-wide, or city-wide labor price rise. Otherwise, it is a standard contract, and there never has been a moment of haggling. Our volume has increased two fold (like the drilling industry's extra millions of footage drilled), and the same machinery is working for a greater period of each month. We see further growth still to come.

We've thought a lot about the circumstances, and similarities, and what subcontractors you will be a competitor should we suddenly have work, or, for that matter, why we doesn't think there is any reason, and we have no sympathy at all for no oil producer that we see a printing producer, who knowingly gives a bargain that will hurt him, his neighbors, and the contractor. It is a position's very nature to look for room on the price, and there will be room to have an even sharper one. This is just a thought for the fall of '57.

Ted W. Mayborn
Editor and Publisher, *Drilling*
Drilling January, 1957



E. J. STORM PRINTING COMPANY

SINCE 1926

2230 San Jacinto St., Dallas • RI 1-1938

Dallas Pioneers



Established

1857 Sanger Bros.
in Texas

Opened Dallas Store in 1872

1869 Padgett Bros.
Company

Leather Goods —
Wholesale and Retail

1872 Huey & Phil
Company
Wholesale

1876 Trezevant &
Cochran
Insurance Managers

1878 National Bank
of Commerce
Banking

1889 Austin Brothers
Steel Co.
Steel for Structures of Every Kind

1889 J. W. Lindsley
& Company
Real Estate and Insurance

1892 The Egan
Company
Printing, Lithographing, and
Embossed Labels

1890 William S.
Henson, Inc.
Advertising Printing

1896 Briggs-Weaver
Machinery Co.
Industrial Machinery
and Supplies

1897 Anderson
Furniture Co.
Dallas' Oldest Furniture Store

Established

1898 Lang's Floral
& Nursery Co.

The Southwest's Foremost Florists,
Decorators, Nursery Landscape
Service

1898 The Praetorians
Life Insurance Service

1902 Cullum &
Boren
Red Fox Athletic Uniforms
Wholesale and Retail Sporting Goods

1903 Republic Insurance
Company
Writing Fire, Tornado, Allied Lines,
Inland Marine, and Automobile
Insurance

1903 First Texas Chemical Mfg. Company
Pharmaceutical Manufacturers

1904 Burton & Wilkin
Over 100 Kinds of Insurance Sold

1905 Rubenstein &
Sons, Inc.
Gulf Princess, Ready To Fry
Breaded Shrimp
Lady Rita Shelled Pecans

1911 W. W. Overton
& Co.
Investments

1911 Graham-Brown
Shoe Company
Manufacturing
Wholesalers

1912 Stewart Office
Supply Company
Stationers — Office Outfitters



WHEN mule car service first began in Dallas in 1871, the first line extended from the H. & T. C. Station down Main Street to the Court House and the Crutchfield House, a distance of one and one-quarter miles. The above 1875 photograph shows a house on Main Street between St. Paul and Harwood and also the back end of a mule car on the main line. In 1891, the first electrically powered street car was placed in service in Dallas and in 1902, the first air-controlled brakes came into use on two "luxury cars." The first motor-bus service began in 1926 when seven small buses seating 21 passengers were placed in service on "feeder" lines. In 1945, the first "quiet" street cars were introduced and in 1945, the first electric trolley buses, operated by electric power from overhead wires, came to Dallas. In 1955, the name of the Dallas Railway & Terminal Company was changed to the Dallas Transit Company and the transition from mule cars to street cars to buses was completed. Today, the Dallas Transit Company operates 450 buses over 314.1 miles of streets and 80 trolley buses over 34.4 miles. The clang of the street car bell is no longer part of Dallas and transit routes radiate out from the downtown area in all directions. The growth of Metropolitan Dallas is reflected in the ever growing "queues" at major bus stops and the five cent fare is staging a comeback with the downtown "shopper." One of the most modern transit organizations in the nation, Dallas Transit Company is now headed by Leon Tate, president, Wilson Driggs, vice-president and Phil Kirchaine secretary-treasurer.

Business Confidence Built on Years of Service

Old firms like old friends demonstrate their worth by dependable service through long periods of prosperity and adversity. The Dallas business pioneers listed on this page have progressed with the city they have helped to build. Their long and successful operations point up to the economic power and stability of the community. They are counted as "old friends" by thousands of satisfied customers in the Dallas Southwest.

**SHOPPING VILLAGE
TENANTS**

**SEE US IMMEDIATELY FOR
NEW DESIGNS AND IDEAS
FOR YOUR STORE**

Klimist

STORE FIXTURE MFG. CO.
1107 JACKSON - DALLAS 2, TEXAS

Telephone RI 1-6838

Lowest Price and Fastest Delivery

ONE OF THE LARGEST SHOWROOMS IN THE U.S.A.

Appointments and Promotions—



JAMES M. BASS has been named assistant Dallas district sales manager for Ford Division of Ford Motor Company. A native of Paris, Texas, Mr. Bass previously was dealer placement manager on the staff of Ford Division's Southwest regional sales office in Dallas. He joined Ford in 1947 in Houston where he served as zone manager and general field manager in the district sales office before transferring to Dallas in 1955.

**OLD
HANDS***

Your printing problems, large and small, deserve the personalized attention that has been responsible for the success of The Egan Company

OLD HANDS AT SERVICE SINCE 1892*

The Egan Company

1006 ROSS AVENUE • DALLAS • Riverside 7-6321
PRINTING • LITHOGRAPHY • EMBOSSED LABELS

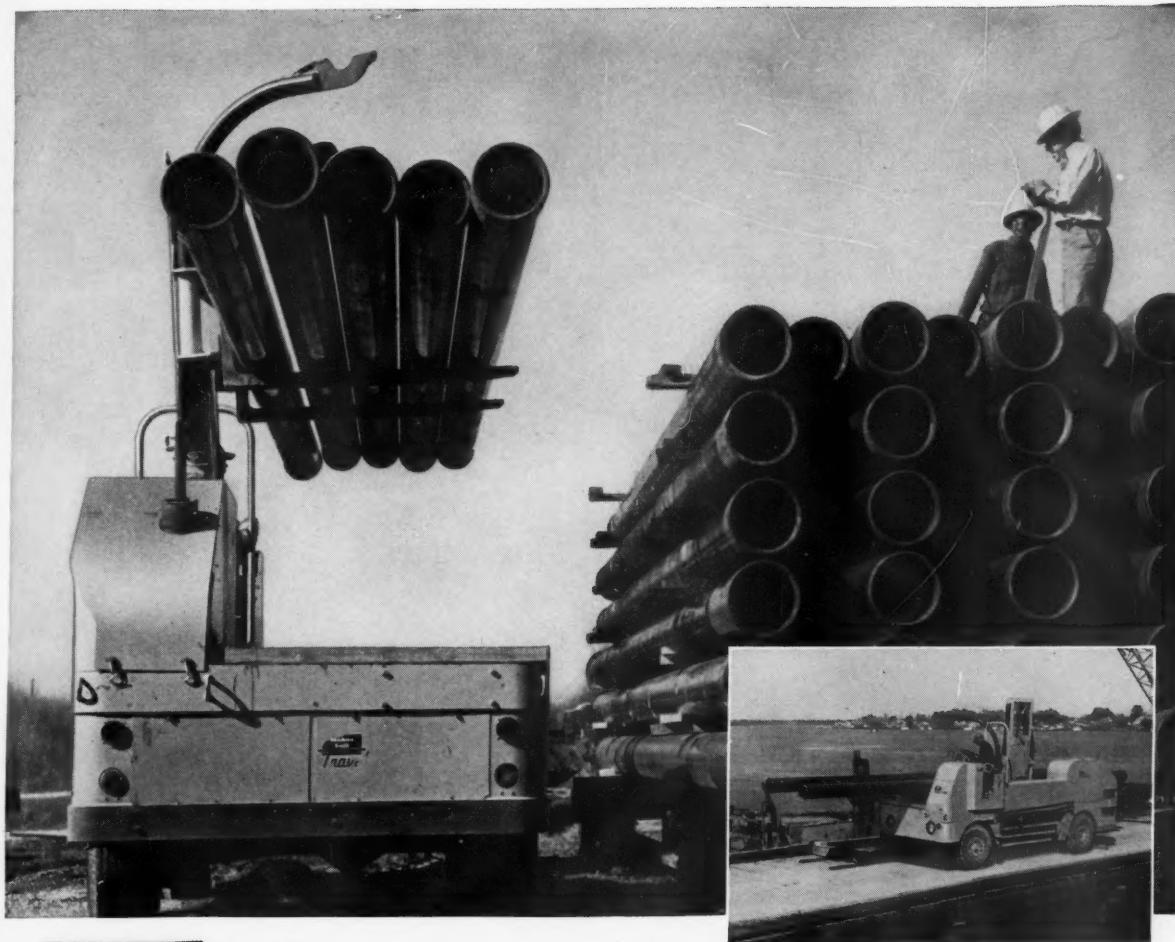


MORGAN T. MORRIS has joined the Five Star Transfer and Terminal Warehouse as sales manager. Mr. Morris formerly was with The Merchant Calculator Agency of Dallas as a salesman. His duties with Five Star will include sales in warehouse services, heavy hauling, local and long distance moving, and office management.

Flying?

LOVE FIELD is DALLAS
Don't Buy a Detour!

named as manager for Company. Bass pre-
manager southwest. He joined
the served
eld man-
re trans-



Traveloader replaces 3 trucks and releases 6 men for other work!

● A Traveloader is used by Kyle-Taylor Lumber Company, Berwick, La., to transport pipe from river dock to storage. It has replaced two pipe trailers and a gin-pole truck formerly used on this job, reduced man-power required from 15 to 9 and made time savings of about 70%.

This company, serving oil producers, receives pipe in barges at the river dock. A truck crane unloads and places the pipe on the dock. The Traveloader picks it up five lengths at a time, transports it to the storage yard, and stacks it neatly on racks for further disposition.

Time studies reveal the speed with which Traveloader works. Loading time at dock averages 35 seconds. Hauling to storage, stacking and returning to dock

(round trip .55 miles) averages 3 minutes 8 seconds. The stacking part of this operation takes only 24 seconds! As a result the crane at the dock never has to wait for the Traveloader.

Since the company operates 24 hours, 7 days per week, the cost savings are substantial. Moreover, 6 more workers were made available without increasing payroll, and two less mechanized units require maintenance. "This machine is by far the finest that I have seen for handling pipe. It has doubled our capacity with less labor," says Mr. J. E. Kyle, Jr., Vice President.

Write for Bulletin 1360. It completely describes the remarkable TRAVELOADER that carries like a straddle truck, delivers like a road truck, and stacks like a fork truck.

Baker

INDUSTRIAL TRUCKS

THE BAKER-RAULANG COMPANY
1703 LEVEE • RIVERSIDE 8-5203 • DALLAS 7, TEXAS

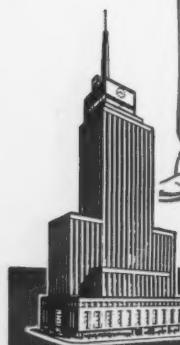
A Subsidiary of Otis Elevator Company



672



IF THE PROBLEM IS MONEY Ask a Mercantile Man



As an employer, you probably pride yourself on holding and deserving the goodwill of your employees. That's as it should be. But unless your firm sponsors a Credit Union, don't be a "banker" for your employees. Instead, suggest that they see one of our friendly, experienced loan officers.

He'll gladly make money available for medical, dental or hospital bills; a new baby, or other personal expenses;

needed home improvements; or for financing the purchase of a new car.

In "Asking a Mercantile Man" your employees avoid exorbitant financing charges; get helpful, practical suggestions about their finances; and learn to handle their borrowing on a sound and business-like basis. When the problem is financial, be sure to "Ask a Mercantile Man."

MERCANTILE NATIONAL BANK

Dallas, Texas
MEMBER FEDERAL DEPOSIT INSURANCE CORPORATION

an